

RLF VICTOR PRODUCTIONS TAPS MUSIC BIO GURU JOHN SCHEINFELD TO HELM ELVIS PRESLEY BODYGUARD BIOPIC *FAME & FORTUNE*

**FILM TO BE THE FIRST-EVER THEATRICAL FEATURE ON THE BIG
SCREEN ABOUT THE “KING OF ROCK ‘N’ ROLL”**

Los Angeles, Calif. (Sept. 6, 2011) - Acclaimed writer/director John Scheinfeld has tackled many icons in his illustrious career, including numerous feature documentaries and retrospectives of John Lennon, Harry Nilsson, Frank Sinatra, Bette Midler, Nat King Cole, The Bee Gees, Rosemary Clooney, and Andy Williams amongst others - but none perhaps as big as the first-ever feature film biopic on "The King of Rock 'n' Roll," Elvis Presley.

RLF Victor Productions Ltd. recently pegged the Emmy® and Grammy® nominee to direct *Fame & Fortune*, an adaptation of the 2007 best-selling book *Elvis: Still Taking Care of Business* written by Sonny West, (Elvis's bodyguard and confidant) with Marshall Terrill. *Fame & Fortune* is slated for theatrical release in 2012 to coincide with the 35th anniversary of Presley's death.

"It is a great honor to direct the first feature film about Elvis, arguably the most influential, beloved and popular entertainer of the 20th century," Scheinfeld said. "I'm very excited to work with the RLF Victor team to bring this compelling and deeply emotional story to the big screen."

Scheinfeld directed, wrote and produced the acclaimed documentaries *Who Is Harry Nilsson (And Why Is Everybody Talkin' About Him)?* and *The U.S. vs. John Lennon*, which premiered at the Venice International Film Festival and the Toronto International Film Festival and will helm the Presley theatrical biopic based on a script written by RLF Victor Productions president Cindy Friedlander with Michael Schlau and Sonny West.

"John Scheinfeld is the premier director of popular culture bios on music icons," said Ricki Landers Friedlander, Chairman and Chief Executive Officer of RLF Victor Productions. "Elvis Presley and Sonny West's story, which requires great sensitivity and understanding, couldn't be in more capable hands."

Never before has Elvis "behind the scenes" been as intimately revealed. Sonny West, Presley's bodyguard and best friend from 1960 to 1976, was an integral member of the famed singer's "Memphis Mafia," and provides a unique "fly on the wall" perspective on his relationship with Elvis through his rocket ride to fame, professional ups and downs, mercurial temper, generous spirit, loves and losses. Through this journey the panorama of calamitous events that precipitated Presley's tragic decline will finally be told.

RLF Victor has also partnered with industry veteran Todd Slater (*Ray*) to executive produce *Fame & Fortune* as well as a slate of celebrity biopics that includes RLF Victor's other current co-production, *Rory Storm and the Hurricanes*. Slater has held top executive posts for Philip Anschutz Co., Paramount Pictures and Baldwin Entertainment Group. Slater is recognized as

one of the top independent producers and consultants in Hollywood when it comes to financial modeling, media and film transactions, and the negotiation of structured film financing and distribution. Slater recently finished production on *House Of Dust*.

"Ricki and Cindy Friedlander and John Scheinfeld have an incredible eye for how to build this film into a global property and their music knowledge and reputation is second to none. Telling this story along side them will be a fun ride," Slater said.

Ricki Landers Friedlander has an extensive music industry background, with ownership of two top music studios and extensive music catalogues and he and partner Cindy Friedlander have helmed the production of many successful live entertainment packages.

Fame & Fortune is being packaged by Gersh and will begin casting in the late fall.

John Scheinfeld is represented by Gersh. His attorney is Linda Lichter of Lichter Grossman Nichols Adler & Feldman.

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RLF Victor Productions Ltd. is an independent film production company founded in 2008 by entertainment entrepreneurs Ricki Landers Friedlander and Cindy Friedlander. The company has offices in Toronto, New York, Los Angeles and Nashville. For more information, visit www.rlfvictorproductions.com

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