

Charles Tremblay teams up with MK2 to launch MK2 I MILE END

Montreal, Monday, January 9, 2017 – Charles Tremblay today announces that he has joined forces with MK2 to create MK2 I MILE END. Its core business will be distribution, with activities in production, theatrical programming, virtual reality and cinema-based event development to follow in the short to medium term. Furthermore, MK2 I MILE END will be the exclusive distributor of MK2’s catalogue in Quebec.

“The association with Nathanaël Karmitz and MK2 was a natural one,” explains Charles Tremblay. “It was important to me to align myself with a partner with a strong and ambitious vision, and one that shares my passion for Quebec cinema. I found all of the above in MK2. I am thrilled about this association, which will offer Quebec and Canadian film lovers the opportunity to experience cinema differently.”

“Charles Tremblay is a consummate professional and a partner of many years to the MK2 group,” says Nathanaël Karmitz, Chairman of the Board, MK2. “He has played an active role in raising the profile of the kind of cinema we cherish across the Canadian market, and particularly in Quebec. This partnership, within which MK2 serves as minority shareholder, calls for strengthened collaboration between the teams in France and Quebec, but most importantly, it heralds the arrival of the MK2 I MILE END brand in Canada. We are thus laying the foundation stone for the MK2 group’s previously expressed desire to contribute to the development of a virtuous ecosystem, from production to exhibition, for a broad range of quality films in Quebec and Canada.”

Charles Tremblay co-founded and ran Métropole Films for 10 years. To support him in this new adventure, he has recruited his two closest collaborators at Métropole Films: Ariane Giroux-Dallaire and Olivier St-Pierre, who will serve as director of distribution and director of sales and administration, respectively.

The new structure is already operational and will announce the first elements of its catalogue in the coming weeks. MK2 I MILE END will offer Quebec and Canadian audiences works by the best Quebec and international auteurs, as well as quality mainstream cinema.

About the MK2 I MILE END team

Ariane Giroux-Dallaire held the title of director of distribution at Métropole Films since 2008. Having worked in the realm of distribution in Quebec since 1998, she is recognized within the industry for her expertise in marketing Quebec and foreign art-house films. She greatly contributed to the success of films such as Asterix: The Mansion of the Gods, Brooklyn, Boyhood, Midnight in Paris and Of Gods and Men.

Olivier St-Pierre has been working in Quebec’s video distribution industry since the mid-nineties. He is specialized in the marketing of films of any genre, both in physical and digital formats. During his 11-year tenure at Métropole Films as director of video sales and, more recently, director of TV sales, he greatly

contributed to the success of films such as Ex Machina, It Follows, Asterix: The Mansion of the Gods, Blue Is the Warmest Colour and Amy.

- 30 -

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