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Interview requested!

ANDY GRIFFITH, DORIS ROBERTS & LIZ SHERIDAN FOOL AROUND IN NEW DATING MOVIE *"PLAY THE GAME"*

First-time writer/director's movie inspired by his own grandfather runs **THREE MONTHS** in test theaters and earns itself a nationwide release on August 28, 2009

In the controversial new romantic comedy *PLAY THE GAME*, a young ladies' man teaches all his dating tricks to his grandfather, and discovers what we all knew but never wanted to admit: Seniors still do it. And they enjoy it.

The little indie film that could: How a first-time director quit his job, raised millions of dollars, convinced Andy Griffith to star in his movie, and self-distributed the film in theaters to rave reviews, \$370,000 in box office, 60,000 audience members, and over 3 months in theaters!

INTERVIEW: Writer/director/producer, Marc Fienberg, a Northwestern Univ. MBA with four kids under the age of six, quits his job, moves to Los Angeles, and makes a movie for his Grandfather starring Opie's dad, Raymond's mom, and Seinfeld's mom!

INTERVIEW TOPICS:

- Inspired by the true story of the writer/director teaching his 89-year-old grandfather all his dating tricks; two intergenerational bachelors out on the town
- The controversy around depicting an octogenarian sex-scene in a mainstream movie
- A movie that teaches dating tricks for young and old; An intergenerational version of *Hitch*
- Senior love, companionship, and sex; Seniors finding a new passion for life through dating.
- Seeing Andy Griffith like we've never seen him before; we're not in Mayberry anymore!
- The director's pregnant wife, who helped produce the movie and started having contractions during filming
- Grandkids teaching their grandparents about dating
- A first-time director working with legends Andy Griffith, Doris Roberts, and Liz Sheridan
- An "overnight success" that took 12 years to make
- Theater audiences including high-schoolers and senior citizens, grandkids and grandparents
- The writer/director's secret dating tricks that he developed as a bachelor, experiencing varying degrees of success
- The sacrifices and ups and downs the writer/director endured in making a movie while supporting four kids under the age of six
- The writer/director who earned a Northwestern MBA and threw away a lucrative business career to make movies

Marc Fienberg is an award-winning screenwriter and director of several films with more than a decade of writing and filmmaking experience. His short film "SUNDAY MORNING" was quickly picked up for distribution, debuting nationwide on the Comcast network. Marc also wrote and directed the short films PLAYING IT SAFE, DIGGING FOR, I DON'T GET IT, and HARD JOBS.

Marc's next project is THE MACHINE, a family comedy written by Fienberg which was chosen as one of the top 30 out of almost 6,000 scripts in the nation's most prestigious screenwriting competition, the Nicholl Fellowships, sponsored by the Academy of Motion Picture Arts & Sciences. Marc's company, Story Films, develops and produces clever, entertaining, and marketable feature films, television shows, and television commercials.

"PLAY THE GAME", Fienberg's feature film debut, received its World Premiere at the Ft. Lauderdale International Film Festival and walked away with the Audience Favorite Award. The film went on to its second film festival in Santa Fe and won the Audience Award again. The movie opened in a test market in Florida this winter and became an enormous success, earning more than \$370,000 in box office, playing for more than 60,000 people, and running in theaters for an unbelievable 3 months!

Also starring BATTLESTAR GALACTICA's Paul Campbell and Marla Sokoloff of THE PRACTICE, this award-winning film shines a heartwarming and surprisingly honest light on seniors as they go through the same excitement, jitters, and challenges as their 20-something grandchildren when it comes to romance, love and sex.

In PLAY THE GAME, ladies' man David (Campbell) teaches his dating tricks to his lonely, widowed grandfather Joe (Griffith), while using those same tricks to meet Julie (Sokoloff), the woman of his dreams. While David's foolproof techniques prove to be anything but, the same techniques quickly transform Joe into the Don Juan of the retirement community. But soon, it's up to Joe to teach David that sometimes the best way to win the game of love is not to play games at all.

PLAY THE GAME was a special and very personal experience for writer/director Marc Fienberg, whose own grandfather was the basis for the character Grandpa Joe, played to tender perfection by television legend Andy Griffith.

Years after the death of his wife, Marc's grandfather confided a secret he just couldn't hold back: "I kissed a woman last week," he said. Fienberg remembers, "My grandfather was devastated after his wife of 56 years died. When he asked for my advice on reentering the dating world after six decades, it was incredibly touching and emotional. Watching an 89-year-old man experience all the uncertainty, anxiety, and insecurity of a young schoolboy - when to call her, what to say, whether to ask her out - was both moving and uplifting...I knew this was a universal story!"

Story Films Presents "Play The Game," starring Andy Griffith, Paul Campbell, Marla Sokoloff, Liz Sheridan and Doris Roberts. Written and directed by Marc Fienberg, the film also features Clint Howard, Rance Howard, Geoffrey Owens and Juliette Jeffers.

PLAY THE GAME is rated PG-13 for sexual content and language.

For more information visit the website at www.playthegamemovie.com