

FOR IMMEDIATE RELEASE

LOS ANGELES, CA - Laurence N. Kaldor's romantic comedy "Redirecting Eddie" will participate in this November's American Film Market (AFM) in Santa Monica. The film, which started principle photography in the 20th Century, will see the light of day after eight years in production.

Unlike most directorial debuts rotting away in the vast graveyard of unfinished features, the momentum of Kaldor's New York-themed film was derailed by a very real tragedy: the World Trade Center bombings.

After a 6-year slumber, during which Kaldor experienced a miraculous change of fortune, the project recently sprang to life when Kaldor agreed to become his own finishing firm. He re-wrote, re-shot, re-edited, re-scored, and re-mastered the original festival cut of the film, in preparation for its miracle market debut.

As a survivor of a deadly plane crash that killed his father when he was a teen, Kaldor is no stranger to miracles. Kaldor lost a leg and an eye in the accident, but went on to become a licensed entertainment attorney in New York and California, before dedicating himself to independent film. Kaldor has worn a variety of hats in the film industry, and comes from the "do it all" school of filmmaking. He co-wrote "Redirecting Eddie" with Avery Williams, co-produced with David Oltman, and co-edited with Howard Heard.

In an extreme case of art imitating life, "Redirecting Eddie" stars a novice director who navigates Herculean-sized hurdles to finish his first film. The sibling rivalry between the central characters is loosely based on Kaldor's relationship with cult filmmaker Alexandra King of "Red Lipstick" fame, his older sister. It features Academy Award-nominee Valerie Perrine, Deirdre Imus, Jaid Barrymore, Fred Berman, and former New York mayor Ed Koch in a cameo role, plus newcomers Jon Moore and Nathaniel Eaton as "Eddie."

The film marks the production debut of Kaldor's Kaliber Films label, launched earlier this year in response to the spiraling costs of producing "quality" indie fare. The company co-founded with Eric Sherman, son of Hollywood directing legend Vincent Sherman, specializes in art yet budget-conscious properties that have inherent marketing appeal. It will use hard-ball tactics to insure that budgeted dollars are "seen on screen."

"Redirecting Eddie" is a demonstration of this strategically lean approach. The 35mm film was shot on a micro-budget more akin to digital video. Kaldor attributes his ability to render his artistic vision in full, despite budgetary restraints, to the efficiency he developed during his years as a line producer. He counts directing "Redirecting Eddie" as a highlight of a colorful filmmaking career. Show times/locations will be announced.

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