



## **Olympusat signs unprecedented deal with Cinematográfica Calderón of México**

(Maribel Ramos-Weiner). Olympusat signs unprecedented agreement with Cinematográfica Calderón of México to restore 121 Mexican film classics.

Arturo Chávez, senior VP of Hispanic Channels at Olympusat, held arduous negotiations with Peter Hamilton, representative of Guillermo Calderón Green, the only legal signatory of Cinematográfica Calderón.

“We are talking about a library of jewels from the golden age and films from famous Mexican wrestler Santo, as well as the most successful sexy comedies from the 80’s and 90’s. It is an unprecedented agreement because we’re acquiring the rights for perpetuity and in partnership with them,” said Chávez to PRODU.

The movies will be restored by Olympusat and will be available on the channels of Cine Clásico – distributed by Mediacom and Comcast in the U.S. and Claro TV and Choice en Puerto Rico- and the channels of Clásico –distributed by Verizon FiOS TV and Mediacom in the U.S.

“We developed this creative agreement to compete against large players with greater budgets. Through this deal, Cinematográfica Calderón becomes our partner and receives 50% of the sales of the restored movies. It’s a huge deal for our company to hold a lifelong partnership, and it provides a good footing to talk with other producers in Mexico,” added Chávez.

Some of the titles under the agreement include Aventurera, with Cuban rumba singer Ninon Sevilla, and the controversial El Vampiro y el Sexo (the R-rated version of Santo El Tesoro de Drácula, with Santo ‘El Enmascarado de Plata’).

<http://www.produ.com/diario/HispanicTV/index.html?RID=4915#HTV11>