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**THE WHO OPEN ARCHIVES FOR
FEATURE LENGTH "EVENT" FILM**

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OSCAR-WINNER MURRAY LERNER TO DIRECT

**THE WHO AND MANAGEMENT JOIN FORCES WITH BRITISH
INDIE PRODUCERS SPITFIRE PICTURES**

Los Angeles, May 27, 2005 – THE WHO's Pete Townshend and Roger Daltrey announced today that they are teaming up with Spitfire Pictures' Nigel Sinclair and Guy East and Trinifold Management's Bill Curbishley and Robert Rosenberg to produce the definitive and authorized record of one of the most influential and highly regarded rock groups of the 20th century.

The feature length film -- tentatively entitled *My Generation: Who's Still Who* -- will be directed by Oscar-winning director Murray Lerner, who will also co-produce. Production is currently underway on the film which is scheduled for a 2006 release.

Pete Townshend and Roger Daltrey have agreed to provide materials from The Who's extensive archives. Lerner will tell The Who story through themes drawn from the music and lyrics of the band's songs. Lerner will also use a considerable amount of

fan-supplied footage, recollections and anecdotes that he is currently collecting through the film's interactive website, www.thewhomovie.com. Murray Lerner feels that The Who are a true "audience band," which is reflected in the unusually wide enthusiasm for private collections of material, memorabilia, footage etc.

Lerner will explore the sheer genius and continuing evolution of a one time schoolboy cover band born out of the 1960's British musical boom, through their meteoric rise, the raucous and often tortuous times – the infighting, the breakups and reconciliations, the untimely deaths of drummer Keith Moon and bassist John Entwistle – the incredible intelligence and bravado that helped to define that generation and continues to define The Who as one of the greatest rock bands of all times. Resources will include the archival footage, interviews with prominent witnesses, personal friends and acquaintances and rare and never before seen concert footage and outtakes from such seminal concerts as Monterey, Woodstock, The Isle of Wight 1970, Fete de L'humanitie, France, NY 9/11 and others.

Murray Lerner is perhaps best known as a multi-faceted filmmaker and rock documentarian. His rock documentaries include the Oscar nominated FESTIVAL, a film based on the Newport Folk and Jazz Festival which featured Bob Dylan's first electric performance, the Oscar-winning feature length documentary, FROM MAO TO MOZART: ISAAC STERN IN CHINA. He also directed a number of films based on the Isle of Wight concert in 1970, including a feature length documentary entitled MESSAGE TO LOVE, and the highly acclaimed THE WHO – LIVE AT THE ISLE OF WIGHT 1970.

"Roger, Pete and all of us are very proud to be working with Murray Lerner" says Bill Curbishley, "our ambition is that this film will have all the epic qualities, energies and excitement of a great Who album. We have assembled a great team and look forward to getting to work".

“I first filmed the Who at the Isle of Wight festival in 1970, and it’s an absolute privilege to be invited back to tell the story of this seminal band,” says Murray Lerner.

The acclaimed British Rock band founded by Roger Daltrey, Pete Townshend, Keith Moon and John Entwistle in 1964 went on to become one of the greatest rock acts of all time. Driven by Roger Daltrey’s dynamic vocal power and Pete Townshend’s guitar playing skills and songwriting genius, together with John Entwistle’s inspired lead bass style, and Keith Moon’s virtuoso defying drumming skill, The Who are an enduring force in music and world culture. Surviving members Roger Daltrey and Pete Townshend will serve as producers on the movie.

The Who are managed by Trinifold Management’s Bill Curbishley and Robert Rosenberg. Curbishley, who has managed the band for 30 years, will co-produce with Trinifold partner Rosenberg; he has previously produced Who films *Quadrophenia* and *The Kids Are Alright*.

Spitfire Pictures is an independent feature film and television production company headed by Guy East and Nigel Sinclair, the founders of indie powerhouse Intermedia Films. This Summer Spitfire will deliver Martin Scorsese’s *NO DIRECTION HOME: BOB DYLAN* to Paramount Pictures and American Masters. Sinclair’s and East’s long list of credits includes “*Sliding Doors*”, “*The Wedding Planner*”, “*Iris*”, “*The Life of David Gale*”, “*The Quiet American*” and the box office smash hit “*Terminator 3: The Rise of The Machines*.”

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