



FINAL DRAFT
FOR IMMEDIATE RELEASE

MARGINAL MEDIAWORKS PARTNERS WITH LUMINARY TO
PRODUCE & EXCLUSIVELY DISTRIBUTE SCRIPTED PODCAST:
CORNER WOLVES



PODCAST IS FIRST OFF MARGINAL'S FICTION PODCAST SLATE AIMED AT LAUNCHING NEW
NARRATIVES & STORY UNIVERSES FROM OUTSIDER VOICES

SERIES IS BASED ON THE FIRST INTERACTIVE IP TO BE ANNOUNCED FROM GAME INDUSTRY
VETERANS BRASS LION ENTERTAINMENT

Los Angeles & New York, January 7, 2020 – Marginal Mediaworks announced today it has partnered with Luminary, the premium podcast content and technology company, for *Corner Wolves* – the first fiction podcast from Marginal's fast-growing audio slate. The project is based on an original IP from Brass Lion Entertainment, an interactive studio founded by award-winning games industry vets from Activision, EA and Bethesda. *Corner Wolves* is being penned by acclaimed writer and journalist, Evan Narcisse (Marvel's "*Rise of the Black Panther*" graphic novel). Music supervision is being handled by multi-Platinum, Grammy award winning producer Just Blaze, whose work spans from Jay-Z's classics like *The Blueprint* and *The Black Album*, to Drake's *Take Care*, Kendrick Lamar's *Good Kid, M.A.A.D City* and Beyoncé's *Lemonade*.

Corner Wolves is a fictional narrative set in Harlem in the mid-90s, where Jacinte, a young Afro-Latina, embarks on a mission to find her father's killer. It is a mystery that



dives into the stories of young people growing up in the neighborhood, and how their lives are shaped and defined by the war on drugs, as they are caught between dope dealers, hustlers, and overzealous police – all against the backdrop of the birth of modern hip hop.

“The Brass Lion team has led cutting edge storytelling in videogames, at the most important game studios, for well over a decade. With *Corner Wolves*, we are launching an IP through an immersive form of storytelling – the podcast – from which we can also spawn comics, feature films or scripted series, all complementing the podcast itself,” said Marginal Mediaworks Founder & CEO Sanjay Sharma. “This is an aspirational crime thriller with a young woman of color at the center. A new hero, a new narrative, all part of a new narrative system. We are going to push the edges of a new, auditory and music-infused, storytelling experience.”

“US gaming revenue is forecast to hit \$230 billion in the next three years; people of color over-index on gaming; and the intersection and impact of urban culture and gaming has become explosive – but this is largely ignored by the traditional game industry,” said Manveer Heir, Cofounder of Brass Lion. “Our mission at Brass Lion is to create dynamic fictional universes with people of color at the center. Sanjay’s background in both hip hop and videogames, and Marginal’s thesis around long form storytelling from underrepresented voices, dovetailed perfectly with our aspirations.”

The project is the first podcast to be announced by Marginal, in a preemptive move on the recently announced title from Brass Lion Entertainment, the interactive studio co-founded by Heir, Bryna Dabby Smith, and Rashad Redic. Heir has over a decade in the games business, most recently with Electronic Arts and previously with Activision. He is known for his design work on the multi-billion dollar *Mass Effect* franchise at BioWare and has been a vocal proponent of diversity and inclusion in games. Dabby Smith brings production expertise across titles such as *Sleeping Dogs*, *The Bourne Conspiracy* and *Def Jam: Vendetta*, published by Activision and Electronic Arts. Redic previously was creative director on the urban sci-fi game *Living Dark*. Before that he was at Bethesda Game Studios, having worked on mega-franchises *The Elder Scrolls V: Skyrim* and *Fallout 3*.

“In addition to the many film and episodic series we have in play at Marginal, we are particularly interested in new forms of storytelling, from interactive to audio,” said Sharma. “We’re proud that the first project off our audio slate is with Luminary, who are pushing audio storytelling and podcasts significantly forward. I knew we were in good hands with Miles Hodges at Luminary because he gets both the culture we’re in, and the best practices in this emerging field.”

“We are committed to facilitating culture and building imagination through podcasts,” said Miles Hodges, Luminary Director of Content. “The *Corner Wolves* story, as well as the media universe Marginal and Brass Lion crafted around it, fits perfectly with that vision.”



Marginal has built up a slate of controlled budget feature films, scripted and unscripted series and interactive series, ranging from aspirational narratives to thrillers and comedies, all from a diverse, new generation of storytellers, for global markets. The company's first feature, *The Obituary of Tunde Johnson*, premiered at the Toronto Festival and opened the Austin Film Festival. The film is the directorial debut from long-time Chris Rock collaborator Ali Leroi, written by first time writer Stanley Kalu, who penned the script while a student at USC. Marginal is also developing a kids' franchise with the recording artist Quavo of the Migos, in partnership with Imagine Kids+Family, Quality Control, and Capitol/Motown Records. Most recently, the company announced *Whitney*, a feature film set up at Paramount with Tyler Perry serving as Executive Producer.

Marginal has tapped Loud Speakers Network (LSN) to help realize the vision for the *Corner Wolves* podcast. LSN is the premiere and largest podcast network for diverse audiences and was co-founded by Chris Morrow, a lead editor on Gimlet's Mogul, as well as executive producer for LSN's hits *The Read*, *Brilliant Idiots* and *The Combat Jack Show*.

Luminary is the largest new entrant in the fast-growing premium podcasting business, and has inked deals with a wide range of talent including Trevor Noah, Lena Dunham, Bill Simmons, Malcom Gladwell, John Cameron Mitchell, Guy Raz and Omari Hardwick among others. *Corner Wolves* will join Luminary's exclusive "Premium" programming lineup in 2020.

About Marginal

Marginal MediaWorks is a new type of media company focused on popular storytelling from outsider voices. Marginal creates, finances and produces controlled budget independent film, scripted, unscripted, animated and interactive series, as well as podcasts, with a primary focus on popular genres, thriller, near future sci-fi, comedy and aspirational narratives, from outsider points of view, writers and directors of color, women, immigrants, LGBTQ community members, or "others" of all kinds in the US and globally. The company aims to effect systemic change at once in the media industry, and in mass audience perceptions, through empowering and commercializing new storytellers, narratives and narrative systems. Marginal also partners with and advises other producers, media firms, and brands, on the importance and power of cultural intersectionality and premium storytelling, rooted in the fundamental belief that fringe culture drives all culture. The company was founded by Sanjay Sharma, and was incubated in partnership with Ron Howard and Brian Grazer's Imagine Entertainment.

<https://marginal.media/>

About Brass Lion:



Brass Lion Entertainment is a new entertainment studio focused on creating original fictional universes that center on Black and Brown characters, cultures, and stories. Brass Lion is a diverse and inclusive environment where creatives of all backgrounds can thrive and bring unique and compelling stories to market - changing the landscape in interactive spaces and beyond. Brass Lion's first fictional universe *Corner Wolves* is currently in development. Brass Lion was founded by award-winning videogame veterans Rashad Redic (*The Elder Scrolls V: Skyrim*), Manveer Heir (*Mass Effect 3*), and Bryna Dabby Smith (*Sleeping Dogs*).
<http://www.brasslionentertainment.com>

About Loud Speakers:

Loud Speakers Network is a critically and commercially acclaimed podcast producer and distributor for multicultural audiences. LSN shows enjoy over 70 million listens per year, thanks to hit shows like *The Read*, *The Brilliant Idiots*, *The Combat Jack Show*, *Tax Season*, *On One with Angela Rye*, *Angela Yee's Lip Service* and most recently *Keeping It Bute with Star Brim*. The network's top titles have transcended audio and quickly developed into major touring brands, and *The Read* is coming to TV on Fuse this fall. Through LSN's branded content arm, Loud Speakers Studios, the network has produced series for HBO's *Insecure*, *State Farm*, and *Tequila Avion*.

Media Contacts

For Marginal:

Kat Jones, Motiv PR, kjones@motivpr.com

For Brass Lion:

press@brasslionentertainment.com