

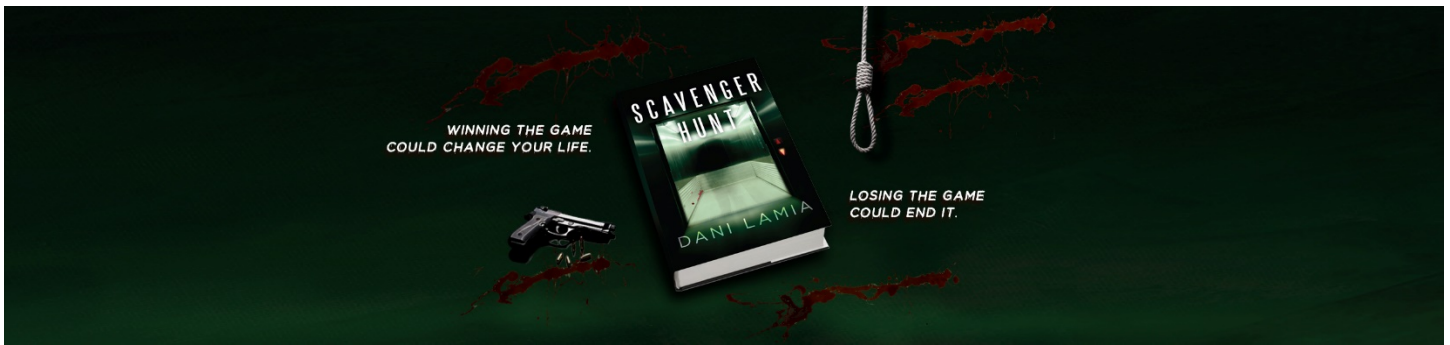


JAMUL, CA: FOR IMMEDIATE RELEASE

## Publisher takes aim at the book to film marketplace

Level 4 Press, Inc. has announced a strategic shift away from poetry and toward genre fiction books aimed squarely at the film and television adaptation market. In a move reminiscent of the film production studio model of the 1920s, Level 4 is working closely with film industry executives and production companies to identify areas of demand, creating film treatments to fully describe those movies, then hiring writers to write novels based on those film treatments. Company CEO William Roetzheim explains that, “Our new strategy will result in highly entertaining adult fiction books that we expect to sell well as traditional print and audio books, plus a large library of intellectual property that is ideally positioned for film or television adaptation.”

Executive Vice President Randy Becker joined the company from the entertainment business. “More than two thirds of Academy Award movies are based on literature,” he says. “Some years half of *all* movies made are based on books. And with the explosion of high-end streaming platforms, there is an ever-increasing demand for smart, cinematic, and entertaining stories. Level 4 will provide a one-stop shop with a large catalog of material that is available and ideally designed for adaptation.” According to Roetzheim, the company currently employs forty-eight writers along with eight editors and graphic artists. The first book developed under the new strategy, *Scavenger Hunt*, is a dark thriller due out on June 2<sup>nd</sup>, and Level 4 has more than fifty additional titles to be released in the twelve months following that initial release. The books cover virtually every genre of interest to the entertainment industry, including horror, science fiction, historical fiction, romantic comedies, thrillers, action-adventure, and faith-based.



Level 4 has garnered a lot of excitement in the film industry, with discussions currently under way with several major film production companies. Jermaine Johnson, a development executive at Zero Gravity Management, the production and management company behind such films as PULP FICTION and JUMANJI and television shows including Netflix's OZARK and STRANGER THINGS and FX's AMERICAN HORROR STORY, explained that, "The search for filmable, financeable, marketable, and admirable original IP is increasingly the top priority in our industry. Anyone that doesn't understand this reality is behind the 8-ball."

Level 4 Press' projects are detailed on its website at [www.level4press.com](http://www.level4press.com). If the strategy is successful, the listings will not only represent the books readers will enjoy in the coming months, but will provide a sneak peek into movies that we'll be seeing on the screen in the not too distant future.

---

Level 4 Press' mission is to create entertaining, thought-provoking books that are destined to be great films and television series. Coming from a team featuring nearly 60 writers and editors led by creative professionals from the publishing and entertainment industries, each book is targeted to a specific film market and crafted to ensure the highest quality.

Originally founded in 2006 with a focus on poetry, Level 4 Press won nine literary gold medals and 24 finalist awards, including the Benjamin Franklin Audiobook of the Year; Forward Magazine Audiobook of the Year; Poetry Foundation Best Verse Drama; Bill Fisher Award for Best New Fiction; USA Book News Best Audiobook; Indie Excellence Awards for Best Poetry and Best Current Events Book; and finalist for Forward Magazine's Book of the Year.

**William Roetzheim**

CEO

[William@level4press.com](mailto:William@level4press.com)

(619) 917-4917