

WHAT'S NEW!!

ANDY GRIFFITH, DORIS ROBERTS & LIZ SHERIDAN RISE TO THE OCCASION IN NEW DATING MOVIE "PLAY THE GAME"

In the new romantic comedy "PLAY THE GAME," three entertainment icons—Andy Griffith, Doris Roberts and Liz Sheridan—prove that even after 60, you can find love, start dating and even "rise to the occasion" when you want to!



Doris Roberts and Andy Griffith star as Rose and Grandpa Joe in the romantic comedy PLAY THE GAME.

Also starring BATTLESTAR GALACTICA's Paul Campbell and Marla Sokoloff of THE PRACTICE, this award-winning film shines a heart-

warming and surprisingly honest light on seniors as they go through the same excitement, jitters, and challenges as their 20-something grandchildren when it comes to romance, love and sex.

In "PLAY THE GAME," ladies' man David (Campbell) teaches his dating tricks to his lonely, widowed grandfather Joe (Griffith), while using those same tricks to meet Julie (Sokoloff), the woman of his dreams. While David's foolproof techniques prove to be anything but, the same techniques quickly transform Joe into the Don Juan of the retirement community. But soon, it's up to Joe to teach David that sometimes the best way to win the game of love is not to play games at all.

"PLAY THE GAME" was a special and very personal experience for writer/director Marc Fienberg, whose own grandfather resided in a South Florida retirement community, and was

the basis for the character Grandpa Joe, played to tender perfection by television legend Andy Griffith.

Years after the death of his wife, Marc's grandfather confided a secret he just couldn't hold back: "I kissed a woman last week," he said.

Fienberg remembers, "My grandfather was devastated after his wife of 56 years died. When he asked for my advice on reentering the dating world after six decades, it was incredibly touching and emotional. Watching an 89-year-old man experience all the uncertainty, anxiety, and insecurity of a young schoolboy—when to call her, what to say, whether to ask her out—was both moving and uplifting...I knew this was a universal story!"

Story Films presents "Play The Game," starring Andy Griffith, Paul Campbell, Marla Sokoloff, Liz Sheridan and Doris Roberts. Written and directed by Marc Fienberg, the film



Paul Campbell and Andy Griffith as David and Grandpa Joe in the romantic comedy PLAY THE GAME.

also features Clint Howard, Rance Howard, Geoffrey Owens and Juliette Jeffers.

"PLAY THE GAME" opens in theatres throughout South Florida and The Villages, FL on Friday, February 27, 2009; rated PG-13 for sexual content and language.

For more information visit the website at www.playthegamemovie.com