

Spiegel Takes Full Ownership of Theatrical Rights Worldwide (TRW) — And Seals Deal on Acquisition of Broadway Smash JERSEY BOYS

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Fred Stuart, Theatrical Rights Worldwide (TRW)

FOR IMMEDIATE RELEASE

Musical theatre licensor [Theatrical Rights Worldwide \(TRW\)](#), created by President & CEO Steve Spiegel in 2006, announces Spiegel's full ownership of the company he founded, effective immediately. Northwater Capital, an international IP fund based in Toronto, initially funded the venture with Spiegel. Spiegel acquired full ownership of the company in a recent agreement with the fund, finalized this week.

Spiegel spoke briefly from TRW's New York City office as the deal was signed: "I'm immensely proud of what we've created at TRW, first as a start-up, then as a growing business and now as fully-realized Broadway licensing house. Over thirty-five years in this business, by leading a great team, I've been able to create a vision for getting people *access* to the theatre titles they want to produce. It's about access for high schools and community theatres and national tours and all our customers around the world," Spiegel said. "Now, we move forward with a freedom to hone our acquisition strategy in a very competitive environment. It's an exciting new phase for me and TRW."

Joining this breaking news is Spiegel's concurrent announcement that TRW has acquired representation of Broadway's mega-hit JERSEY BOYS. "I'm happy to announce the signing of a long-term agreement for the Stock and Amateur rights to JERSEY BOYS. I'm proud to be the home of this truly great Broadway show," Spiegel said yesterday afternoon, shortly after closing the deal, from his office in TRW's Times Square headquarters.

JERSEY BOYS joins TRW's major licensing assets MONTY PYTHON'S SPAMALOT, MEMPHIS, THE ADDAMS FAMILY, THE COLOR PURPLE, ALL SHOOK UP, GHOST THE MUSICAL, BIG FISH, RING OF FIRE, CURTAINS, SATURDAY NIGHT FEVER, and a select group of Theatre for Young Audiences (TYA) and Off Broadway and Regional Theatre musicals.

Spiegel will continue his current role as President and CEO of TRW, now taking the company into its second decade as the sole owner. The organization's ever-expanding contemporary Broadway musical catalogue will be his primary focus, while continuing to develop carefully chosen non-Broadway and top-quality TYA shows.

Spiegel also announced the promotion of TRW's Professional Licensing Director Sean Cercone to Vice President of Professional & International Licensing. "As we continue to expand and grow our collection, Sean's real-world experience, perspective and expertise in the changing world of professional licensing has elevated TRW's presence in positioning our shows with the top regional theatres around the world," Spiegel said. "And, his leadership in developing new shows and re-approaching existing titles, especially for the unique pro market, brings a vital asset to our executive team."

After a slew of recent major acquisitions (ADDAMS FAMILY, BIG FISH, GHOST THE MUSICAL,

SATURDAY NIGHT FEVER) capped by JERSEY BOYS, Spiegel has poised the company as a prime destination for secondary rights for titles that are destined to be world-class players in the coming century's musical theatre landscape.

“Now, it's all about growing our family of titles and authors through really being a part of the new Broadway musical scene. It's changing. It's an exciting time.” Spiegel looked out the window of the TRW conference room to the view of Broadway below. “I see so much potential out there. Broadway and beyond are really alive with creativity and opportunity. For a long time our industry was viewed as not very customer service oriented, to say the least. At TRW we changed that vibe the day I opened the doors. We're here to nurture shows. I want to put our licensees in touch with that in a personal way. In a way that they can bring to their communities and share their vision of vital, contemporary musicals that really speak to today's audiences. It's what I've been working at for 35 years so far and now TRW is really the place I have the creative freedom to realize that vision for 21st century licensing.”

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