



## **Trailer Park and Art Machine Merge, Forming Leading Creative Marketing Firm for the Entertainment Industry**

*Combined Firms Deliver Award-Winning, Start-to-Finish Creative Services*

### **FOR IMMEDIATE RELEASE**

*For more information:*

Joel Johnston  
Trailer Park  
310-845-3000  
joel@trailerpark.com

Jeremy Kaplan  
Art Machine  
310-845-1626  
jeremy@amachine.com

Stacy Berns  
Berns Communications  
212-994-4660  
sberns@bcg-pr.com

**HOLLYWOOD and CULVER CITY, CA/ July 10, 2007/ Business Wire /** – Trailer Park and Art Machine, two of the entertainment industry’s leading creative marketing firms, today announced that they have merged to form the largest single-source provider of diverse entertainment marketing services in Hollywood. In 2007, Trailer Park and Art Machine together received six awards at The Key Art Awards, the annual event to honor movie advertising including theater standees, posters, promos, and trailers; in addition, the two firms combined for eight awards at the 2007 Golden Trailer Awards.

The merger combines Trailer Park’s expertise in such areas as movie trailers, advertising, and publicity with Art Machine’s strength in print design. The resulting firm will offer a fully integrated solution to assist entertainment clients in marketing diverse content, ranging from films and television series to DVD releases and video games. In addition, the Trailer Park/Art Machine merger will protect against piracy by keeping all aspects of a marketing campaign secure with a single service provider.

Among the clients of Trailer Park and Art Machine are such major motion picture studios and entertainment companies as 20th Century Fox, Sony Pictures, Warner Bros., Lionsgate, ABC, A&E, Activision, Buena Vista Home Entertainment, Disney, New Line Cinema, Paramount, and Sony Computer Entertainment.

“We’re creating the broadest, deepest platform of creative marketing services for the entertainment industry,” explained Joel Johnston, chief operating officer of Trailer Park. “Together, the capabilities of our two firms will allow us to deliver start-to-finish, award-winning marketing services for our clients not only in print, theaters, and on television, but also via new distribution platforms including online, cell phones, and PDAs and other wireless devices.”

The combination with Trailer Park will create a formidable organization with more than 300 creative professionals whose reach and experience is unmatched in the industry. Trailer Park has produced marketing campaigns for more than 2,000 films since its founding in 1992 and expects to participate in 80 percent of all releases from major studios during 2007.

Art Machine will retain its name, but will be known going forward as “Art Machine, a Trailer Park Company.” Sue Mason, head of Trailer Park Print, will join Art Machine’s four senior executives – Patrick Dillon, Neville Burtis, John McMahon, and Jeremy Kaplan – as the management team for the group. All of Trailer Park’s print-focused staff will join Art Machine. Art Machine’s staff will relocate to Trailer Park’s Hollywood Boulevard offices by the end of the year.

“Teaming with a firm as highly regarded as Trailer Park will make for a powerful combination,” noted Neville Burtis, co-head of creative at Art Machine. “We believe our clients view our firm as the leading print specialist in entertainment marketing. It was important for clients and our staff that we partner with a firm that has a similar reputation in its areas of focus and that those services bring potential value to our relationships with our clients.”

The combined entity will continue to be backed by Lake Capital, a private equity firm that invests in growing services companies, which acquired Trailer Park in 2005.

### **About Art Machine**

Art Machine is an award winning design firm specializing in print campaigns for the entertainment industry. The firm’s creative services provide support for all aspects of theatrical, home entertainment, publicity, gaming, and cable properties. Its core values of competitiveness, creative excellence, and service integration quickly catapulted the company to its position as a top tier creative print provider. Art Machine’s numerous campaigns include theatrical and home entertainment work for *Planet of the Apes* and box office franchises *Saw*, *X Men*, and *The Fantastic Four*. More information about Art Machine is available at [www.artmachinedigital.com](http://www.artmachinedigital.com).

### **About Trailer Park**

Based in Hollywood, California, Trailer Park is a full-service provider of creative marketing to clients in film, television, and home entertainment, including DVD releases and video games. The firm specializes in producing trailers, teasers, television spots, and print ads for major motion picture studios, along with music, graphics, title design and advertising, and editorial materials. Maintaining strong relationships with 20th Century Fox, ABC, Activision, Buena Vista Home Entertainment, Disney, New Line Cinema, Paramount, and Warner Home Video, Trailer Park expects to participate in approximately 80 percent of all releases from major studios during 2007. More information about Trailer Park is available at [www.trailerpark.com](http://www.trailerpark.com).

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