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**JOY LISSANDRELLO NAMED EXECUTIVE PRODUCER OF NEW
ELECTRONIC PRESS KIT (EPK) DEPARTMENT AT TRAILER PARK**

HOLLYWOOD, CA/September 21, 2006 – Industry veteran Joy Lissandrello has been named Executive Producer of the newly formed Electronic Press Kit (EPK) department at Trailer Park, the leading creative marketing services firm catering to the entertainment industry, the company announced.

The EPK department at Trailer Park produces behind-the-scenes digital, audio and video publicity materials for media outlets covering the entertainment industry. It is part of the company's Original Content division, which also includes original material and design for DVDs, Blu-Ray discs, HD DVD, and video games.

Ms. Lissandrello has supervised numerous EPK shoots as well as produced and directed behind-the-scenes specials for high profile projects including *Brokeback Mountain*, *Harry Potter and the Goblet of Fire*, *Ocean's Twelve*, *Shark Tale*, and *8 Mile*. She will report to Mitchell Rubinstein, executive vice president, Original Content of Trailer Park.

In her role as head of the EPK division, Ms. Lissandrello will generate new business opportunities for the company, as well as oversee all behind-the-scenes shoots, EPKs, "making of" TV specials, sizzle reels, and in-theater preshow featurettes. She will also work to develop synergy between the EPK, DVD, trailer marketing, and viral marketing groups at Trailer Park.

"We are excited to have Joy be part of our Original Content team. By adding the EPK group to our existing DVD content group, we will have access to films, filmmakers and talent along every step of the production process." Rubinstein stated. "Joy brings years of talent and experience to Trailer Park in an area that will help further the concept of integrated marketing throughout the company."

About Trailer Park

Based in Hollywood, CA, Trailer Park's diverse portfolio of creative services provides studios a "one stop shop" to support all of their marketing needs from theatrical, TV and online trailers, to marketing campaigns for DVDs and video games. With more than 300 creative and marketing professionals, Trailer Park's industry knowledge and award winning campaigns have created longstanding relationships for clients in film, television and home entertainment. Clients include ABC, Activision, 20th Century Fox, Disney, DreamWorks, NBC, New Line Cinema, Paramount, Universal and Warner Home Video. Visit www.trailerpark.com for more information.

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