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**MICHAEL LEATHERS NAMED CREATIVE DIRECTOR OF THE TELEVISION DIVISION
AT HOLLYWOOD-BASED CREATIVE MARKETING SERVICES FIRM TRAILER PARK**

HOLLYWOOD, CA/January 3, 2007 – Award-winning industry veteran Michael Leathers has been named Creative Director in the television division of Trailer Park, the leading creative marketing services firm catering to the entertainment industry, the company announced today.

Trailer Park TV provides creative services for network and cable television shows, made-for-television movies, and program launches. As a division of Trailer Park, it is also able to offer its clients access to the same award-winning writers, editors and graphic designers that create Hollywood's biggest movie trailers.

Mr. Leathers was most recently president and creative director of Los Angeles-based Launch Pad for over eight years. While at Launch Pad, he created and developed award-winning network and syndicated television advertising, DVD, pay-per-view, and video on demand promotional materials for such leading entertainment companies as 20th Century Fox, Sony Pictures, King World Productions, Warner Bros., MGM, and NBC Enterprises. Among the major motion picture releases Mr. Leathers worked on were *Legally Blonde*, *Hannibal*, and *The World is not Enough*. He also managed campaigns for a number of television series including *Will & Grace*, *Malcolm in the Middle*, *CSI: Crime Scene Investigation*, *The Practice*, and *Everybody Loves Raymond*.

Prior to that, Mr. Leathers was vice president of special projects at Los Angeles-based Another Large Production, where he developed daily promotions and launched campaigns for a wide variety of syndication and home entertainment products for clients such as Sony Pictures Television, CBS, and Hallmark Entertainment. He was also a writer/producer for Robert Faulk Inc., working on promotions for a number of top programs including *The Arsenio Hall Show*, *The Maury Povich Show*, and *Entertainment Tonight*. Mr. Leathers began his career as a marketing coordinator at Walt Disney Publishing, where he designed all print advertising for the publishing startup division.

In his new role as creative director of Trailer Park TV, Mr. Leathers will oversee all creative and production responsibilities for the division's on-air promotion, launch campaigns, upfront presentations, and network and show branding campaigns, as well as pay per view and video on demand marketing. He will report to Dale Lanier, president of Trailer Park TV.

"We are excited to have Michael join Trailer Park TV, which has grown rapidly in recent months," stated Tim Nett, chief executive officer of Trailer Park. "As we work to integrate the multiple divisions at Trailer Park, television will continue to play a key part in our overall growth strategy."

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.