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NEW FULL-SERVICE DISTRIBUTOR ANNOUNCED

Indie Industry Veterans Start-Up New Distrib

LOS ANGELES - Distribution veterans and filmmakers Arik Treston and Nicole Ballivian announced today the launch of Cinevolve (pronounced "cin-evolve") Studios, a full-service motion picture distribution studio, expected to be in full operation as of 4th Quarter 2007. Cinevolve Studios will release quality independent narrative films and documentaries along all distribution channels, including Theatrical, DVD, Digital, TV/PPV, and International Sales. Cinevolve's slate will include films of various genres and levels of star-power.

Cinevolve supports a collaborative and filmmaker-friendly environment, building long-term relationships with talented filmmakers from around the globe. The studio believes in open communications and transparency with its filmmakers, including filmmaker access to their film's financial. "In a distribution company, truly assimilating to the needs and concerns of filmmakers is key. Being filmmakers ourselves, we envision nurturing a stream of ideas between filmmakers and us to form a steady flow of communication and to ensure a strong business base," said Ballivian.

Cinevolve will utilize their unique methods of marketing and distribution to help films stand out in a crowded market. "Quality indies sometimes get lost in the larger studios system and lack the proper targeted attention and marketing," says Treston. Cinevolve's mission is to utilize traditional and non-traditional methods of distribution, grass roots, marketing and PR to showcase their films to consumers. Cinevolve's size is small enough to be nimble and *able to* adjust to the market. The company *will surround* itself with top industry professionals, both in-house and contracted, to ensure they stay ahead of the curve.

With a planned film-funding and production division to be added in 2008, Cinevolve Studios is currently in full acquisitions mode, while creating unique distribution and marketing partnerships. These include a cross-promotional and marketing agreement with a growing social-networking site and planned distribution labels with outside production companies

The company's founders bring years of filmmaking and distribution experience to Cinevolve. Treston runs Green Tonic, a successful indie film consulting firm specializing in Home Entertainment. Through Green Tonic, Treston held the title of President of Distribution at Cinema Libre Studio. Treston built up Cinema Libre's internal home entertainment division, overseeing the releasing of dozens of feature films and documentaries and forming unique distribution partnerships, including the acquisition and release of Tim Robbins' "Embedded Live" with Netflix. Treston also handles west coast retail sales for leading Gay & Lesbian distributor Wolfe Video. Past companies include Starlight Home Entertainment and Video Products Distributors. Treston co-owns Standing Room Pictures; a Los-Angeles based production company, which will release their first title "Scab" in late 2007. Treston's background includes production, PR/Marketing and development.

Ballivian comes from serving as Vice President of International Sales at Cinema Libre Studio, with a background in U.S. Theatrical distribution. Ballivian's technical background also allowed her to oversee post-production which included distribution operations and delivery. In 2002, Ballivian founded BintFilm in Los Angeles, a film production company whose first international comedy feature "Driving to Zigzigland" is currently on the international festival circuit. Ballivian carries a 15-year background in screenwriting, directing, producing, post-production supervision and distribution for both US theatrical and international sales.

Over the coming two months, Cinevolve will be announcing its latest film acquisitions and partnerships. The company is a privately-held California corporation, backed by private-equity investments.

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