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FOR IMMEDIATE RELEASE:

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AlwaysHD is seeking to rapidly expand its High Definition Stock Footage Library and is now paying a submission bonus to any contributor whose footage is approved for sale at AlwaysHD.com.

Contributors continue to receive commissions in the amount of 50% of the clip sale price in addition to a \$10 per clip bonus for every HD clip submitted and accepted for sale at AlwaysHD.com

Mobile, Alabama, September 7, 2006 – AlwaysHD, a stock footage firm that specializes in the sale of High Definition video via its website www.AlwaysHD.com, today announces a promotional incentive to independent producers of HD content. For a limited time, all High Definition Video and CG Animation submissions will be eligible for a one time bonus of \$10 per clip should that clip be accepted by AlwaysHD and uploaded to the website for sale. Anyone can register as a video contributor by following the link on the homepage to http://alwayshd.com/shooter_register.php. In addition, each contributor will continue to receive commissions in the amount of 50% of the sales price of their footage every time a clip(s) sells, pursuant to AlwaysHD's standard license agreement.

AlwaysHD creates a means by which independent cinematographers can sell their footage to professional video producers across the globe, thereby giving them a means to both generate revenue from their pre-existing body of work, and to showcase and market their talents to those same buyers. The submission process is as simple as burning the clips to a DVD(s) in Apple's Quicktime ".MOV" format in the camera native codec (HDCAM, XDCAM, DVCproHD, or HDV) and mailing the DVD to AlwaysHD. The clips are then reviewed, edited, and uploaded to the website, where they may be searched, previewed, purchased, and downloaded by buyers the world over. In recognition of the fact that clip submission may require some time "out of the field," the promotional incentive is intended to help the shooter/ animator to be capable of stealing time away from his/her schedule in order to compile and submit the work.



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AlwaysHD represents a revolution in the professional stock footage industry. It has positioned itself as a common gathering point for talented cinematographers and the many producers around the world that are actively seeking professional quality High Definition footage. “We’ve built the company around the needs of the shooter in order to satiate the market’s hunger for HD video,” says Carleton Wilkins of AlwaysHD. “In essence, AlwaysHD is a community marketplace focused on the creation and widespread distribution of High Definition footage. It’s a place where cinematographers can broadcast and repurpose their body of work, producers can buy stock footage and be assured of its quality, a place that promotes the availability and implementation of HD into the video world.”

About AlwaysHD

AlwaysHD was built to provide professional Cinematographers and 3D Animators with a means to market their footage, actively seeking out camera operators, studios, and artists whose work will be of benefit to video producers around the world. AlwaysHD sells all the footage in a “royalty-free” manner to remove the hassles associated with rights negotiation that discourage producers from using stock footage. Furthermore, AlwaysHD judges each clip for its production quality, composition, content, and uniqueness to determine at what price it will best sell. The end result is a system that is equitable to both buyer and seller, encouraging a high rate of sales while ensuring that each transaction is profitable to the shooter. Most clips are priced between \$150 and \$400. Thus, for a clip that is priced at \$200, the shooter receives a commission of \$100 for each time that clip sells. AlwaysHD is headquartered in Mobile, Alabama, USA.