

Contact: Karon Crosby
KC Public Relations Media
Phone 818.261.0334
Fax 323.656.1120

8101 Willow Glen Rd
Hollywood, Ca 90046
karon@kcprm.com
www.kcprm.com

**Brand-in
Entertainment**

Press Release



Brand-in Entertainment 'inks' 27 upcoming movie productions with product and brand-integration.

The Nation's premiere product-integration company, Brand-in Entertainment, will be orchestrating secondary funding on 27 film projects through brand-integration during the next 12 months.

Santa Monica, California, October 20, 2008:

Brand-in Entertainment, the nation's premiere product-integration company, announced a slate of 27 movies shooting in the next 12 months in which Brand-in Entertainment is orchestrating secondary funding through brand-integration. The upcoming films range with individual budgets between \$7 Million to \$150 Million, and cross all genres. Brand-in Entertainment (BiE) will play a primary role as a secondary financier of each of these films. Top talent and film stars that are scheduled to be featured include Hugh Jackman, Rene Russo, Jack Scalia, Tracie Bingham, Jennifer Lopez, Brittney Murphy, Rosario Dawson, Shirley MacLaine, Jason Isaacs, Seal and Ringo Starr.

Brand-in Entertainment is a sponsor of the upcoming American Film Market (AFM) in Santa Monica, California, running November 4th through the 12th. "We are looking forward to the opportunity to meet with more producers and add their projects to our already impressive list of quality films. We seek films in the pre-production stage with which we can marry brands in an integral, meaningful, and non-TiVoable manner," stated BiE President, Rolfe Auerbach.

According to Mr. Auerbach, BiE will be holding meetings on new films throughout the AFM. BiE creates product-integration in projects and assists them through secondary funding in a variety of entertainment media including Theatrical Movies, TV Movies, TV Series (both scripted and unscripted), music videos, music tours, Broadway, webisodes, books, graphic novels, Internet and mobile phones. Mr. Auerbach added, "With the reality of Digital Video Recorders and today's multi-tasking consumer, I believe effective brand integration is key for the successful sponsorship and funding of entertainment projects."

For further information contact Karon Crosby at Karon Crosby Public Relations Media, 818.261.0334. karon@kcprm.com

For Release 9 a.m. EST, October 20, 2008