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AFM

Press Release



Brand-in Entertainment® Named the Official Brand Integration Company of the 2009 American Film Market.

AFM, The Premiere Marketplace for Independent Film and Entertainment Production and Distribution, will be held November 4-11, 2009 in Santa Monica, California.

Santa Monica, California, February 17, 2008:

Founded in 1981, the American Film Market (AFM) has become the premiere global marketplace where Hollywood's decision-makers and trendsetters come together. Unlike a film festival, the AFM is a marketplace where production and distribution deals are closed. In just eight days, more than \$800 million in deals will be negotiated, on both completed films and those in the initial stages of production; making AFM the largest film and distribution market event in the world.

With the announcement of Brand-in Entertainment (BiE) as the official brand integration company of the 2009 AFM, AFM Managing Director Jonathan Wolf stated, "It's a great benefit to independent film makers to have Brand-in Entertainment as the official brand integration company of AFM 2009. They are a leading resource for secondary funding of entertainment projects."

BiE President, Rolfe Auerbach, added "For the last two years Brand-in Entertainment has enjoyed participating as a sponsor of the AFM. We look forward to the 2009 market in our expanded role as the official brand integration company of 2009 AFM. And, we look forward to the opportunity to meet with more producers and add their projects to our already impressive list of quality films."

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."

www.americanfilmmarket.com
www.brand-inentertainment.com

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