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PHOENIX EDITORIAL COMPLETES SPOT FOR SEGA SONIC HEROES

*Completed Via Duncan/Channon and Turnpike Films Director Justin Reardon,
New Spot Asserts That Latest Sega Effort is "One Game That Doesn't Get Old"*

San Francisco, CA (January 20, 2004)—Phoenix Editorial has just wrapped "New Heroes," a 30-second spot for *Sonic Heroes* from Sega for the Xbox, PlayStation and Nintendo GameCube. Edited by veteran cutter Bob Frisk, completed through ad agency Duncan/Channon and directed by Turnpike Film's Justin Reardon, the spot concludes that, unlike the ad's cast of elderly superheroes, the new Sonic The Hedgehog effort is "one game that never gets old." The spot broke January 1.

The spot opens on a frantic government official running through the halls of the League of Superheroes. Slamming open a door bearing the league's stately crest, the man announces, "The city is under attack! We need your help!" His plea is met with silence, as the camera cuts to an old geezer in a blue cape and spandex bodysuit, just waking up from a nap. The camera pans around the room and captures the other superheroes' attempts at "suiting up." Against a backdrop of antiquated dials and flickering computer monitors, one clasps on a golden belt, only to have it drop from his atrophied waist to the floor. Others are caught napping or simply keeling over from exhaustion. The spot ends with the v/o, "It's time for some new heroes," the closing game graphics and end tag, "Sonic Heroes. 12 heroes. 4 teams. One game that never gets old."

When editor Bob Frisk saw Director Justin Reardon's footage, he soon realized that there was a treasure trove of funny material caught when the cameras were rolling unbeknownst to the actors. According to Frisk, "We wanted to show – in a very subtle way – how superheroes would act if they aged like normal human beings. Surprisingly, many of the funniest scenes were actually camera roll-offs, like when they caught one of the actors napping on-set, or when another actor was just so plainly confused about what was going on, we had about five minutes of him just looking befuddled. These moments fit the story so well, and were so natural, we just had to include them in the final cut."

About Phoenix Editorial

Phoenix Editorial has been a mainstay in the San Francisco creative posts community since 1991. With a roster of award-winning editors and effects artists, Phoenix works with top Bay Area advertising agencies Black Rocket,

Goodby Silverstein & Partners, Publicis & Hal Riney, and OWNP Advertising among others. In June 2002 Phoenix Editorial launched Phoenix Effects & Design with clients including Yahoo!, Motown, and AT&T. For more information about Phoenix Editorial and Phoenix Effects & Design, contact executive producer Lisa Hinman at (415) 394-7777.

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Submitted By:	Jonathan Hinman
Company:	Phoenix Editorial
Airdate:	January 1, 2004
Client:	Sega of America
Title:	"New Heroes" :30
Production Company/City/State:	Turnpike Films / Los Angeles, CA
Director:	Justin Reardon
DP:	Bryan Newman
Exec. Producer:	Dave Farrell
Producer:	Michele Tamme
Where Shot:	AES Redondo Generation Plant, Redondo Beach, CA
Advertising Agency/City/State:	Duncan / Channon / San Rafael, CA
Creative Director:	Parker Channon
Producer:	Rita Ribera
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