



Phoenix Expands Creative Staff With Ex-Pomegranit Founder & Editor Mitra Tyree and Producer Julie Morrandez

*Jonathan Hinman Promoted to Executive Producer, Bobby VanDyke Joins as In-House Designer, and
Company Changes Name to Phoenix Edit, Effects & Design to Reflect New Service Offerings*

San Francisco, CA (July 20, 2004)—Bay Area commercial editorial boutique Phoenix Editorial has changed its name to Phoenix Edit, Effects & Design. The company's new moniker reflects expanded service offerings, technology upgrades—including a new Discreet flame and upgraded Discreet smoke system, and the addition of new creative and executive talent to its roster. Editor Mitra Tyree and producer Julie Morrandez come to Phoenix from recently disbanded San Francisco edit house Pomegranit, where they acted as founder/editor and producer, respectively. In addition, Phoenix senior producer Jonathan Hinman has been upped to Executive Producer, and former graphics assistant Bobby VanDyke has been promoted to an in-house designer as part of Phoenix's growing design and effects team.

"We've been aggressively expanding our visual effects and motion graphics design department for several years, and our name change is reflective of that," said newly appointed executive producer Jonathan Hinman. "Now we're bringing Mitra Tyree on board, a remarkably creative and artistic editor who complements our team of storytelling editors. She has a very fluid, beautiful and almost feminine quality to her work, while Bob Frisk specializes in humor and storytelling, and Robbie Proctor cuts with an edgy, youthful voice. At the same time, Matt Silverman's effects and design team infuses Phoenix projects with phenomenal visual effects and beautifully executed motion graphics. Bobby Van Dyke adds a new dimension to our design work and the addition of Julie Morrandez as producer will allow me to focus on new business and to better articulate our new talent and capabilities to our clients."

"It is so exciting to bring some growth into the San Francisco post-production community—a community that has endured so many closures and downsizings in the past few years. We are pleased that Mitra Tyree will be working with us again as part of our expansion," commented Lisa Hinman, Phoenix co-founder. "Additionally, all of us at Phoenix are thrilled to see Jonathan move into the executive producer position—a role to which he is perfectly suited. He has a great rapport with our existing clients, and the energy and enthusiasm to attract new clients to Phoenix."

Editor Mitra Tyree recently ended her run at Pomegranit—a company she founded, operated, and ultimately shuttered—after a successful and award-winning eight years. Said Tyree, "This is like a homecoming—the people at Phoenix have always been like family to me. I have never seen a

company where there is such a solid combination of talent and project efficiency. I am so excited about working with this group of people, and having access to the incredible range and quality of design and effects services for clients that I will be bringing into the shop.”

Tyree brings to Phoenix a diverse background in film, television, commercials and documentaries. As founder and editor at Pomegranit, she oversaw a distinguished roster and worked with agencies including Foote, Cone & Belding, GSD&M, TBWA\Chiat\Day, Young & Rubicam, Goodby Silverstein and Partners, and Publicis & Hal Riney, among others. Prior to launching Pomegranit, Tyree held posts at Phoenix Editorial, Taylor Made and Good Pictures, the editorial wing of Western Images, and spent seven years with Ketchum Advertising as manager of the audio/visual department. She first discovered her love for editing while at Levi Strauss, where she worked on training videos for the company’s sales force. A native of Iran and schooled in the U.K., Tyree was trained at the London School of Television. She has also attended the California College of Arts and Crafts and San Francisco State University, where she received a Masters degree in Broadcast Communication Arts.

Fellow Pomegranit alumnus Julie Morrandez spent five years with the company, advancing from assistant editor to executive producer, and supervising the company’s team of film editors, motion graphics designers and visual effects artists. She has also worked on several feature-length films, as assistant editor on Pixar’s “Monsters Inc.,” and as producer, director and editor for the films “The Magnificent Andersons,” “Trade Out” and “Hera.”

The Phoenix name change is indicative of a shift in the company’s identity and project workflow. Since the company launched its design and effects division a few years ago, that portion of the business has grown to match that of its award-winning creative editorial.

About Phoenix Edit, Effects & Design

Phoenix Edit, Effects & Design has been a mainstay in the San Francisco creative post-production community since 1991. With a roster of award-winning editors and effects artists, Phoenix works with top advertising agencies including Black Rocket, Venables, Bell & Partners, Goodby Silverstein & Partners, Publicis & Hal Riney, DDB San Francisco, West Wayne, and See (formerly Odiorne Wilde Narraway & Partners). Phoenix has worked with many top-tier clients over the years including Yahoo!, McDonald’s, Sprint, Toyota, HBO, Hewlett Packard, Saturn, Comcast and the Got Milk campaign. For more information about Phoenix Edit, Effects & Design, contact executive producer Jonathan Hinman at (415) 394-7777.