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PHOENIX'S BOB FRISK CUTS DISNEY SPOT FOR DIRECTOR KINKA USHER

*Eleven Inc.'s Commercial has Flock of Penguins on Foot from Antarctica to
Florida's Epcot Center*

San Francisco, CA (JULY 20, 2005)—To promote the thrilling new ride attraction “Soarin” at Walt Disney World's Epcot Center, Phoenix Edit, Effects & Design editor Bob Frisk has cut a 30-second spot entitled “Flightless Birds” for ad agency Eleven Inc., San Francisco, directed by Kinka Usher of House of Usher. Guillermo Navarro, who lensed “Hellboy,” among other films, was cinematographer. The ad tells the story of penguins who won't let their natural state prevent them from “soarin” over Epcot. The spot recently began airing, with a Hi-Def version for movie theaters.

Already a popular ride at Disney's California Adventure, Soarin' makes its debut at Florida's Epcot Center. Once strapped into their seats, guests are lifted 40 feet into the air over an 80-foot domed IMAX projection screen, where scenery from California's most beautiful sites induces awe-inspiring gasps. An aviation theme permeates the ride, from the waiting area resembling an airline terminal, to employee outfits that look like flight attendant uniforms.

Said Bob Frisk, editor, Phoenix Edit, Effects & Design, “Working on this commercial was enjoyable on so many levels. Eleven had a very clever concept that translated well on screen and totally speaks to the spot's target, and Kinka is one of those directors who really understands what goes on in an edit room. He always provides lots of alternative shots so there's an abundance of material to work with, which makes the editor's job easier.”

The commercial opens in Antarctica with penguins looking skywards at the sound of migrating birds. One penguin lowers his head as he realizes he'll never leave his little iceberg, but then decides his “disability” doesn't mean he can't make the journey south on foot. He rallies a few buddies and off they go, across forest, beach and even aboard public transport. Once at Orlando's Epcot Center, the penguins queue up for the “Soarin” ride. It's clear when they're greeted with “It's you guys again!” that the penguins make this voyage ever year. The closing shot has the birds strapped in and soaring off into exhilarating virtual flight.

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 creative-driven advertising agencies including Venables, Bell & Partners, Goodby Silverstein & Partners, Publicis & Hal Riney, Heat (formerly Black Rocket Euro RSCG), Eleven Inc, and McCann Erickson, producing spots for Yahoo, PG&E, Disney, McDonald's, Palm, Sega, Sprint, Toyota, 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 or visit www.phoenixedit.com.

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Credits

Client:	Disney
Title(s):	Soarin' "Flightless Birds"
Airdate:	June 27, 2005 for TV and theater
Advertising Agency:	Eleven Inc. / San Francisco, CA
Creative Director:	Michael Borosky
Associate Creative Director:	Diane Stember
Producer:	Cathy Carolan
Copywriter:	Craig Erickson
Art Director:	Amber Justis
Production Company:	House of Usher / Santa Monica, CA
Director:	Kinka Usher
DP:	Guillermo Navarro
Exec. Producer:	Nancy Hacoen
Producer:	Steve Ross
Location:	California - Southern
Shoot Dates:	April 20, 21, 2005
Editorial Company:	Phoenix Edit, Effects & Design / San Francisco, CA
Off-Line Editor:	Bob Frisk
Executive Producer:	Jonathan Hinman
Producer:	Julie Morrandez, Melanie Barter
Visual Effects/Online:	Radium / San Francisco, CA
Telecine Company:	Riot / Los Angeles, CA
Colorist:	Bob Festa
Audio Mix Company:	One Union / San Francisco, CA
Engineer:	Vance Walden
Music Company:	Mutato Muzika / Los Angeles, CA
Sound Design:	Andy Newell at Ripe Sound / San Francisco, CA