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PHOENIX EDIT, EFFECTS & DESIGN EXPANDS INTO NEW STATE-OF-THE-ART HD FACILITY

Now Providing Finishing, Visual Effects & Design Services to Outside Editors

San Francisco, CA (August 8, 2005)—Phoenix Edit, Effects & Design has moved into a new home in the Jackson Square area in San Francisco, CA. The beautiful space, designed by the firm IA (Interior Architects), boasts expanded client amenities, a state-of-the-art technology infrastructure, and is now fully equipped to handle HD projects. Several HD projects have recently come through Phoenix, including Kinka Usher-directed, Bob Frisk-edited spots for Disney and high-profile videos for Apple Computer and Sony. In addition to creative editing by Bob Frisk, Mitra Tyree, Robbie Proctor and Jim Farber, its motion graphics and visual effects department has taken off under the leadership of Matt Silverman. Other recent projects posted at Phoenix include effects-intensive spots for Pacific Gas & Electric with director Rocky Morton of MJZ, and HP with DGA award-winning director Bob Kerstetter.

Previously available only to projects edited in-house, Phoenix is now offering its slate of HD finishing, visual effects and graphics design services on spots cut by outside editors. Said Jonathan Hinman, Phoenix Executive Producer, "We're proud to be a San Francisco-based company and service a community that has given us so much support the past 14 years. Our city has weathered a lot in the last few years, but we're dedicated to this industry's renaissance in the Bay Area. To that end, in addition to our creative editorial, we've opened up our finishing, effects and design services to work with outside editors, including projects cut at agencies' in-house post departments. And as the ad industry transitions to more complex HD finishing jobs, we will be at the forefront providing this expertise to our clients."

Situated on the lush grounds of Sydney Walton Park, the facility opens directly onto the park grounds, with wall-to-wall, floor-to-ceiling windows throughout to let in plenty of sunlight. The facility is 50% larger, and features several new client amenities, such as expanded edit suites outfitted with 50" HD plasma displays, more common areas, and an inviting lounge featuring a 15-foot zinc-topped bar for working on laptops, lunches or the occasional cocktail.

Phoenix is now a completely integrated HD post facility featuring Discreet Flame and Smoke HD suites. Three uncompressed edit suites are fully switchable between Avid (SD) and Final Cut Pro (SD/HD). Resolution independent motion graphics and visual effects are done on Macintosh G5s with server-based media storage.

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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