



phoenix edit, effects, design

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FOR IMMEDIATE RELEASE

Phoenix Edit, Effects & Design Cuts New FruitWise Campaign *3 Spots Cut by Editor Bob Frisk*

San Francisco, CA (December 15, 2005)—Phoenix Edit, Effects & Design recently completed editorial and graphics work on a three-spot campaign by SF-based ad agency HEAT for PepsiCo's Tropicana™ FruitWise snack line, the brand's new line of fruit strips, bars, and beverages made from real fruit and juice.

Said Steve Stone, Chairman and Creative Director HEAT, "Working with Frisk and his people is like working with our brothers and sisters. We all started our companies around the same time and we all think alike. There's a great history there that I think our clients' commercials benefit from."

In the three TV ads directed by Alison MacLean from Park Pictures and edited at Phoenix Edit, Effects & Design, men and women, dressed in life-sized fruit costumes, are surprisingly revealed at the end of each commercial as dejected produce forced to be left behind. In "Family," a woman leaving with the kids for a vacation sympathetically explains to a bummed-out strawberry, the reasons why travel and customs make it impossible for the strawberry to come with her. The other spots, "Businesswoman" and "Surfer" rely on the same premise. The voiceover that closes each spot: "Fruit never gets to go anywhere good...until now. FruitWise by Tropicana - with 99% fruit and juice that goes where other fruit can't."

"The biggest challenge on these spots was to hold back—resisting the urge to cut and hang onto each shot as long as possible to maximize the effect of each punch-line. Timing was key in order to get the most out of this beautifully shot, expertly cast material," commented editor Bob Frisk.

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, graphic designers and effects artists, Phoenix works with creative-driven advertising agencies including Venables, Bell & Partners, Goodby Silverstein &

Partners, Publicis & Hal Riney, Heat (formerly Black Rocket), Duncan/Channon, and McCann, and produces spots and HD graphics for such advertisers as Apple, Microsoft, Sony, Intel, Yahoo, PG&E, Disney, McDonald's, Palm, Sega, Sprint, Toyota, Hewlett Packard, Saturn, Comcast and the Got Milk campaign. In August 2005, the company moved into a new state-of-the-art HD facility located on the lush grounds of Sydney Walton Park in downtown San Francisco. 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:	PepsiCo – Good For You Division
Title(s):	“Family” :30 “Business Woman” :30 “Surfer” :30
Airdate:	December 5, 2005
Advertising Agency:	Heat/San Francisco
Creative Director:	Steve Stone
Producer:	Rob Sondik
Copywriter:	Blake Kelly
Art Director:	Roz Romney
Production Company:	Park Pictures/New York, NY
Director:	Alison Maclean
DP:	Ed Lachman
Exec. Producer:	Jackie Kelman
Producer:	Ami Krane
Location:	Long Island, Manhattan
Shoot Dates:	8/30-31
Editorial Company:	Phoenix Edit, Effects & Design/San Francisco, CA
Off-Line Editor:	Bob Frisk
Executive Producer:	Jonathan Hinman
Producer:	Melanie Barter & Julie Morrandez
Visual Effects/Online:	Phoenix Edit, Effects & Design/San Francisco, CA
Telecine Company:	Company 3/Santa Monica, CA
Colorist:	Stefan Sonnenfeld
Audio Mix Company:	Crescendo Studios

Engineer:

Craig Helmholtz

Music Company:

Ripe Sound/Berkely, CA

Composer:

Andy Newell

Sound Designer:

Andy Newell