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PHOENIX EDITOR BOB FRISK CUTS SPOTS FOR PG&E

*Rocky Morton of MJZ Directs for Ad Agency Venables, Bell & Partners;
Campaign Urges Upgrading of Old Household Appliances*

San Francisco, CA (July 26, 2005)—Phoenix Edit, Effects & Design, which recently moved into a new state-of-the-art HD facility in the Jackson Square area of San Francisco, has wrapped a two-spot campaign for Pacific Gas & Electric (PG&E), airing this month. The spots were directed by MJZ's Rocky Morton for ad agency Venables, Bell & Partners. The :30 "Water Heater" and "Bad Refrigerator" have these household products springing to life and revolting to show that out-of-date appliances really rip owners off.

"Picking the right editor for this campaign wasn't a difficult decision," said agency copywriter Kevin Frank. "I had Bob in mind from the start. I've worked on many commercials with Phoenix and Bob over the years, and I know Bob is the consummate storyteller. He takes 30 seconds of film and cuts it 800 different ways, showing us alternatives we'd never thought of. That's of huge value."

A married couple sits at the kitchen table sorting out the month's bills in "Water Heater." "It's time to get rid of it," the wife pleads to the husband, who insists the water heater, looking rather alone in the closet, still has a few good years left. "But it's costing us a bundle. It's noisy, it's leaky...and (she whispers) it smells." Once the husband finally agrees to it let go, the sound of twisting metal and a series of quick edits reveal that upon hearing the bad news, the water heater has run away from home. As it tears out of the garage with the family car and into the rain, the super, "Old appliances don't just go away," followed by "Conserve Energy. Save Money." closes the spot.

In "Bad Refrigerator," a guy tinkering in his garage takes out a soda from the ancient pea-colored fridge. Just as he pops open the can, the fridge door slams shut, shoving him forward and spilling his drink. As he inspects the stain on his shirt, the appliance gets more aggressive, whacking him down and swiping his wallet, which falls to the ground. Phoenix effects artist Matt Silverman did extensive rig removal to ensure the villainous refrigerator looked as believable as possible. The title, "That old refrigerator is taking your money." and "Getting rid of it could save you \$120 a year." closes the spot.

Said Editor Bob Frisk, "When you're working with such a talented director as Rocky Morton, you're practically guaranteed to learn a few new tricks or techniques. With the PG&E spots, Rocky had a great idea that by cutting out a few frames of film just prior to the refrigerator door's impact blows would look more sharp, and it really worked." The spots are good examples of the way the agency Venables, Bell finds the "funny" in the ordinary.

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:	Pacific Gas & Electric
Title(s):	"Water Heater" :30, "Refrigerator" :30
Airdate:	June 27, 2005
Advertising Agency:	Venables, Bell & Partners
Creative Director:	Paul Venables, Greg Bell
Producer:	Stacey Higgins
Copywriter:	Kevin Frank
Art Director:	Erich Pfeifer
Production Company:	Morton Jankel Zander
Director:	Rocky Morton
DP:	Julian Whatley
Exec. Producer:	Jeff Scruton
Producer:	Helen Hollien
Location:	Southern California
Shoot Dates:	June 3-4, 2005
Editorial Company:	Phoenix Edit, Effects & Design / San Francisco, CA
Off-Line Editor:	Bob Frisk
Executive Producer:	Jonathan Hinman
Producer:	Melanie Barter
Visual Effects/Online:	Phoenix Edit, Effects & Design / San Francisco, CA
Online Editor:	John Crossley
Visual Effects Artist:	Matt Silverman
Telecine Company:	Company 3 / Los Angeles, CA
Colorist:	Stefan Sonnenfeld
Audio Mix Company:	Crescendo Studios

Engineer:

Dave Baker

Music Company:
Sound Designer:

Stimmung
Stimmung - Rhinheart