

## **VUGURU APPOINTS FILM INDUSTRY VETERAN KRISTIN JONES AS CHIEF CREATIVE OFFICER**

*Seasoned TV Executive David C. Shall Signed On as Head of Business Operations and General Counsel*

**LOS ANGELES** – April XX, 2010 – Vuguru, the leading independent studio developing and financing world class content for emerging platforms, announced today the hiring of Kristin Jones as its new Chief Creative Officer. Jones, formerly the Senior Vice President of Production, International Development, and Acquisitions at Miramax Films, has been brought on to spearhead the development of Vuguru's growing slate of scripted filmed entertainment content as the company looks to expand the creative force of storytelling via new media platforms.

Vuguru President Larry Tanz notes, "A fantastic addition to the Vuguru team, Kristin brings a formidable track record of finding and developing great ideas as well as longstanding relationships with talent. Her discerning taste and commercial sensibility coupled with great energy and spirit will help drive our aggressive goals for scaling high quality production."

Jones adds, "Given the rapidly changing media landscape, new entertainment platforms are the future of our industry. Vuguru's impressive track record, and its significant financial resources, positions the company extremely well moving forward. I have always loved startup environments and am excited to continue creating great content with a company that is at the forefront of the digital future."

Jones joins Vuguru after five years at Miramax Films where she oversaw more than 20 projects, including Academy Award-nominated films *Tsotsi*, *Gone Baby Gone* and *The Queen*. Prior to Miramax, Jones served for six years as Vice President of Production and European Acquisitions at Buena Vista International, where she created a production label for the Disney international subsidiary and oversaw all projects, including the worldwide hit *Calendar Girls*. Jones previously spent several years as a motion picture literary agent at International Creative Management.

Vuguru also announced David C. Shall to serve as the Head of Business Operations and General Counsel. In this role, Shall will lead Vuguru's business dealmaking and pursue opportunities for monetization both domestically and internationally. Shall was previously the Executive Vice President of Business Operations and General Counsel at FremantleMedia North America, Inc. (*American Idol*, *The Price is Right*, *America's Got Talent*, and *Family Feud*), where he also assisted in the formation and operation of Atomic Wedgie, FremantleMedia's Digital Comedy Studio. Prior to Fremantle, David spent a decade at Fox Entertainment Group where he served as Twentieth Television Inc.'s Executive Vice President of Business/Legal Affairs and New Business Development, as well as Senior Counsel for FX Networks, Inc.

"David's experience in both traditional and new media and his skills in business operations and all facets of the law serve as the bedrock for Vuguru's future growth," says Tanz.

Shall adds, "Vuguru is a company poised to capitalize on that rapidly-growing segment of the population that is abandoning traditional media for the innovative entertainment choices found on emerging platforms. Vuguru has embraced the future with its ground-breaking programming and has laid a foundation on which to build a huge new business in the digital world."

The appointment of Ms. Jones and Mr. Shall comes on the heels of Tanz joining as Vuguru's new President in December 2009. Tanz came to Vuguru with more than a decade of experience producing award-winning content and securing distribution, sponsorships and funding across traditional and new media platforms.

Launched by Michael Eisner's Tornante Company in late 2006, Vuguru develops, finances, and distributes innovative story-driven content for current and emerging media platforms and has been a leader in original online content since it released the 2007 smash success, *Prom Queen*. Following the success of *Prom Queen*, Vuguru created *The All-For-Nots*, a scripted mockumentary that followed the misadventures of an indie rock band as it traveled across the U.S. on an ill-conceived and underfunded tour. In another first, Vuguru distributed *The All-For-Nots'* 300 minutes of content simultaneously via the Internet, mobile phones and cable-TV. Vuguru next bridged the worlds of publishing and new media by producing *Foreign Body*, a prequel web-series released in advance of best-selling author Robin Cook's latest novel. *Back on Topps*, Vuguru's comedy about two brothers

making their way in the sports world, starred Jason and Randy Sklar and was nominated for a Sports Emmy in 2009.

In the months ahead Vuguru will launch *Prom Queen: The Homecoming*, the next installment in the hit franchise; *The Booth at the End*, a new psychological thriller created by noted multi-platform storyteller Christopher Kubasik and helmed by veteran television director Jessica Landaw (*Bones, One Tree Hill, Cold Case*); and *Pretty Tough*, an adaptation of a successful young adult novel from accomplished television writer and producer Liz Tigelaar (*Brothers & Sisters, Melrose Place, Life Unexpected*).