

The logo for Brightlight Pictures features the word "BRIGHTLIGHT" in a bold, sans-serif font, with "BRIGHT" in black and "LIGHT" in red. Below it, the word "PICTURES" is written in a smaller, spaced-out, black font.The logo for Essential Pictures consists of a stylized blue letter "E" above the word "ESSENTIAL" in a blue, sans-serif font, with "PICTURES" in a smaller, spaced-out, black font below it.The logo for EBTV features the letters "ebtv" in a lowercase, sans-serif font. The "e" and "b" are black, while the "t" and "v" are white and set against a red, trapezoidal background that tapers to the right.

For Immediate Release:

Brightlight Pictures and Essential Pictures Announce Agreement to Work Together Under EBTv Banner

Toronto, Canada - June 9, 2010 – **Brightlight Pictures Inc.**, an industry leader in feature film and television co-productions, and worldwide entertainment production and financing company **Essential Pictures**, announce an agreement to work together to produce and distribute, under the EBTv banner, high-quality television programming with strong domestic and international appeal. With offices in Los Angeles, Vancouver, Toronto and London, EBTv will engage in all facets of the development, financing and production of scripted half-hours, one-hours, and miniseries.

Vancouver based Brightlight Pictures brings its strong ties with US and Canadian broadcast and cable networks, in addition to its broad experience in producing, financing and structuring international co-productions in both feature film and television, in Canada and around the world.

LA based Essential Pictures, has earned a solid reputation for their success in developing, packaging, financing, producing and, through sister company Essential Entertainment, distributing, high quality, creative, commercially focused feature films, and now brings this expertise to EBTv's television projects.

"Working together under the EBTv banner will give us the infrastructure and experience to take full advantage of new, forward thinking business models for financing, producing and distributing television projects, both domestically and internationally," said Neil Kaplan, President/Chief Operating Officer, Essential Pictures.

"EBTV is a proactive response to an increasingly complicated international marketplace. It provides us with further opportunities to utilize and export Canada's deep talent pool of writers, directors and actors," said Stephen Hegyes, Principal and Producer Brightlight Pictures Inc.

"Brightlight has had success producing in numerous countries throughout Asia and Europe. EBTv will significantly increase our ability to develop, finance and distribute projects around the world, expanding our international co-production opportunities," said Shawn Williamson, Principal and Producer, Brightlight Pictures Inc.

A number of projects are currently under development for the EBTv banner including a television series in collaboration with Scott Free.

In addition, Brightlight Pictures Inc. and Essential Pictures are in active negotiations to complete a proposed transaction, subject to the approval of the Department of Canadian Heritage, to formalize a joint venture between them to carry on a global entertainment business.

About Brightlight Pictures Inc.

Brightlight Pictures develops, finances and produces independent feature films and television projects for the domestic and international marketplace. Company principals and producers, Stephen Hegyes and Shawn Williamson, have produced over 90 productions, almost 60 of which

since the launch of the company in 2001, including *White Noise*, starring Michael Keaton, which has grossed more than \$100 million since opening in January 2005. Their co-productions have taken them to the US, France, Ireland, South Africa, Australia, Croatia, Singapore and Romania. Brightlight has worked with such stars as Halle Berry, Justin Timberlake, Seth Rogen, Morgan Freeman, Al Pacino, Anne Hathaway, Anjelica Huston, Ben Kingsley, Kevin Spacey and Nicolas Cage, among others. Credits include the Canada/UK co-production *Fifty Dead Men Walking* and the upcoming feature *No Clue*, written by and starring Brent Butt.

<http://www.brightlightpictures.com>

About Essential Pictures

Essential Pictures is an entertainment company which finances, develops, packages, produces and distributes high quality, creative and commercially focused multiplatform content. Working in collaboration with its sister company Essential Entertainment, Essential Pictures has a built-in mechanism through which projects can be sold and distributed both domestically and globally. Based in Los Angeles, the company launched with an enviable slate of feature films signaling its intention to be the leading provider of quality content and the ideal partner for producers, writers, talent and filmmakers. The company has worked with such stars as Julia Roberts, Daniel Craig, Natalie Portman, Renee Zellweger, Ryan Reynolds, Kevin Bacon, Josh Lucas and notable Directors including Ed Zwick, Todd Phillips, Barry Sonnenfeld and Richard Loncraine. Essential Pictures is expanding into additional mediums such as television through strategic investments and joint ventures. <http://www.essential-pictures.com>

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