



DRG STRIKES COMEDY PILOT DEAL WITH EMERGING FILMMAKERS AND ANNOUNCES NEW FILMAKA COMPETITION WITH CBC CANADA TO FIND NEXT HIT ENTERTAINMENT FORMAT

London, 18 December 2009 -- Leading London based content distributor Digital Rights Group (DRG) can today announce a new collaboration with Filmaka, the digital entertainment studio and global community of filmmakers, sponsoring a competition, alongside Canada's national public broadcaster CBC, to search for the next worldwide hit television entertainment format. At the same time, DRG has signed a development deal for the comedy series ***Blowout*** with up and coming filmmakers Michael Kinney and Max Herholz, discovered through its first "*Hard Times*" themed Filmaka short film competition.

DRG's Justin Judd said today, "We were very impressed with the scope of ideas submitted to the "*Hard Times*" competition and are looking forward to working with Michael and Max on the development of ***Blowout***, a series which we believe has fantastic potential on the international stage. This competition is the perfect way to give talented filmmakers an opportunity to get their projects in front of leading creatives in the television industry and we eagerly anticipate the response to our new TV format challenge".

Comedy series ***Blowout***, set amidst the wheeling and dealing of a second class used car lot, was chosen for development from almost 200 entries to the first DRG sponsored Filmaka competition. Launched in March 2009, the competition saw filmmakers submitting a 1 – 3 minute film based on the theme "*Hard Times*". 18 of these were then selected to submit a second short film and a pitch detailing their vision for their television series. ***Blowout*** creators Kinney and Herholz are now in development with DRG on a script for a television pilot and DRG continues to review competition submissions for further development.

In the new competition, launching this week, members of Filmaka's creative community are challenged to focus on ideas for the next global hit reality or game show format idea. Partnering DRG in sponsoring the project is CBC Canada. Julie Bristow, CBC's Executive Director of Factual Entertainment said, "We want to encourage creativity from a grassroots level".

Filmaka's Deepak Nayar (producer, *Bend It Like Beckham*) commented, "We are very excited to see the response to this competition from Filmaka's global community of talented filmmakers. Collaborations with renowned companies such as DRG and CBC Canada allow our members to draw on a wealth of experience in creating shows for an international audience, providing the perfect opportunity to develop their work and showcase their skills."

Entrants must submit a visually enhanced written pitch outlining the basic concept and structure of the show, how players/contestants enter and progress through the show and how its winner is selected. DRG and CBC are open to a range of ideas – from the classic studio based game

show or primetime entertainment format to a show which challenges contestants physically or a reality game show hybrid – provided the idea is new and unique. Entries will be judged by DRG and CBC’s specialist in-house development team and five entrants will be awarded funds to shoot 15 minute pilot presentations. DRG, CBC and Filmaka will then enter further development discussions with the makers of the entry they believe has the greatest potential to become the next hit television format.

The deadline for submitting pitches is 24th January 2010 - for further information, visit www.filmaka.com/gameshow

Notes to editors:

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About Michael Kinney and Max Herholz

Kinney, a graduate from USC’s School of Cinema-Television, made his directorial debut with narrative feature film *Hit Me*, wrote and directed the short film *Great Moments in History* for DIRECTV and is currently head writer and supervising producer of *Max and Jason: Still Up* for Current TV. A business graduate from the University of Michigan, Herholz has starred in five feature films and played various lead and supporting roles in more than 40 projects and television shows.

About DRG

The UK’s leading independent distributor, Digital Rights Group (DRG), is backed by IMAC (Ingenious Media Active Capital). DRG provides producers with international distribution of their rights and programmes independently of the major broadcasters and other producer-owned distributors.

The Group works with producers during all phases of the production process; from development right through to the acquisition of finished programmes and formats. The focus is on high quality, multi-genre content delivered to all platforms.

About Filmaka

Filmaka is an online global creative community (www.filmaka.com) and entertainment studio committed to inspiring and rewarding creativity and talent by providing professional opportunities for directors and writers all around the world. Filmaka challenges its community to create original, professionally produced short films, branded entertainment, digital and television series, and feature films, working with media companies, advertising agencies, and major brands. Filmaka’s feature film competition jury includes Laura Bickford, Colin Firth, Werner Herzog, Neil LaBute, John Madden, Bill Pullman, Paul Schrader, and Wim Wenders.