

Management Bios

* Jay Amato, Managing Partner

Until founding PersonalScreen Media, Jay Amato had been President and CEO of NASDAQ traded Viewpoint Corporation, an interactive media company, providing cutting-edge online video and interactive rich media advertising for leading companies such as DreamWorks, Nextel, Polo, Pepsi, Toyota, MGM and Paramount. Jay was recruited to Viewpoint in August 2003 to engineer a turn-around and in that short period managed to introduce two major new product offerings, leading the company to growth and profitability for the first time in its fifteen-year history.

As President and COO of NYSE traded Vanstar Corporation, he led the company through dozens of acquisitions and rapid organic growth from a \$25 million retail computer franchiser to a leading network integrator serving the corporate marketplace. The company grew to nearly \$3 billion in revenues.

Following his tenure at Vanstar, Mr. Amato led the formation of the Technology Access Action Coalition/TAAC, a Washington-based congressional lobbying organization comprised of technology leaders including Microsoft whose mission was to promote continued innovation and growth within the technology sector.

With twenty-five years of outstanding business success to his credit, Jay Amato brings to PersonalScreen Media an innovative technology vision, relationships in media and technology and the experience necessary to ensure the company is competitive in the changing landscape of the entertainment industry.

* Michael Salort, Managing Partner

Michael Salort spent most of his professional career as an award-winning television journalist, working for such programs as ABC News' 20/20 newsmagazine, NBC's Dateline NBC and Twentieth Century Fox Television where he led teams of journalists in undercover investigations worldwide. In 1999, Michael was recruited by Larry Ellison (CEO of Oracle Corporation) to become a founding member and executive for Oracle spin-off, the NIC Company, a computer hardware company whose mission was the introduction of "connecting technologies" to underserved communities and Third World countries. Running marketing, press relations, business development and fundraising for the new entity, Michael managed fund raising for the company, signed new partnerships and clients and his department secured several hundred positive press placements in leading television news programs, such as NBC's Today Show, NBC's Dateline NBC and CBS News, and print publications such as the New York Times, London Times, Newsweek, and the Wall Street Journal.

Michael's first connection with Hollywood came as a consequence of being given the additional assignment of exploring ways to integrate technology and "visual content" to the benefit of the motion picture and technology industries. Concurrent to his role at NIC, Michael's work as a recognized aspiring screenwriter helped introduce him further into the workings of the industry, leading to work as a business consultant and chief fundraiser for various production entities based in Los Angeles.