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PersonalScreen Media to Unveil New Interactive Format for Internet TV

New Comedy Series “In Men We Trust” to Premiere in May

NEW YORK, NY – In today’s entertainment landscape, one size no longer fits all. Taking that message to heart, managing partners Jay Amato and Michael Salort today launched **PersonalScreen Media** (www.personalscreen.com), a new online content company that is reinventing the relationship between entertainment, consumers, advertisers and technology. PersonalScreen Media will produce original entertainment for Internet TV that includes a seamless e-commerce interface. Their first series, seven short programs about dating and relationships called “In Men We Trust,” is scheduled to launch in May 2006.

“The entertainment industry is undergoing sweeping change like it hasn’t seen since the advent of sound recording,” says Amato. “The field is very competitive, so content has to be top quality, accessible anytime and anywhere. PersonalScreen’s programming does all that and more, allowing audiences to be active decision makers – not passive receivers – of how, when and where they are entertained. We’ve designed a show where viewers can immerse themselves in the story, view a character’s inner thoughts and find out what they’re wearing, where they shop, live, and more.”

“We founded PersonalScreen Media to create high-quality entertainment in a new format that works better for consumers as well as advertisers,” explains Salort. “With other forms of media fragmenting – TV, radio, newspapers – the traditional ways of delivering content and information are less powerful. We believe programs like “In Men We Trust” will transform the relationship between people and entertainment as well as advertisers and the media.”

With a future distribution partner, PersonalScreen Media’s made-for-the-Web programming will translate to other technology platforms, such as video iPods, cell phones, and PDAs, as well as to traditional formats such as television. PersonalScreen Media is currently in discussions with major broadcast network web properties for distribution of “In Men We Trust.”

As the celebrated first series of PersonalScreen Media, "In Men We Trust" follows three New York City women along their bumpy search for a good man. After an avalanche of bad dates, these women enlist the help of relationship guru Mariel Cushing to steer them to the promised land of worthwhile men. Together they explore the tragic, comedic, and, of course, romantic world of urban dating.

Heading up PersonalScreen Media are managing partners Jay Amato and Michael Salort, whose impressive backgrounds effectively bridge the world of television and interactive media. Amato was previously President and CEO of Viewpoint Corporation (VWPT), an interactive media company that provided cutting-edge online video and interactive-rich media advertising for leading companies such as Dreamworks, MG and Paramount. Salort spent most of his professional career as an award-winning television journalist, working for such programs as ABC News' 20/20 newsmagazine, Dateline NBC and Twentieth Century Fox Television, where he led teams of journalists in undercover investigations worldwide.

"PersonalScreen has a strong business model for creating the kind of entertainment that consumers really want," says Amato. "A growing number of digital consumers want to be able to view content on demand, whenever and whenever the spirit strikes. What we're creating will be highly relevant to consumers everywhere."

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