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PersonalScreen Media's IN MEN WE TRUST Comedy Series Earns 2008 Emmy Nomination

"In Men We Trust" Honored in 'New Approaches – Daytime Entertainment' Category

Emmy Awards Ceremony To Be Held at the Frederick P. Rose Hall at Lincoln Center in New York City on June 13, 2008

New York, NY – May 21, 2008 – PersonalScreen Media LLC today announced its selection as an Emmy Award nominee by the National Academy of Television Arts & Sciences for outstanding achievement in the 'New Approaches – Daytime Entertainment' category. PSM's "In Men We Trust" romantic comedy web series was honored for "innovative production techniques and the use of media enhancement to support content."

"In Men We Trust" depicts the trials and tribulations of single women looking for love in New York City and the misadventures of their dating guru. Displayed through the PersonalScreen™ interface, the series entertains while allowing users to access information about the characters, shop for products shown in the videos, choose from multiple endings, and hear and see characters' inner thoughts.

"The interface illustrates the kinds of powerful and immersive user experiences that are possible online," said PersonalScreen Media CEO Jay Amato. "That was our goal from the beginning – not to create a one-way television-type experience but to produce something truly interactive. And now we're thrilled that the Emmy organization has recognized us with this honor."

The nominated team members are Jay Amato, In Men We Trust's Co-Executive Producer; Jenny Schweitzer, Producer; Ryan Case, Director of Digital Design; Maureen Brogan, Co-Writer; and Michael Salort, Co-Writer and Co-Executive Producer.

"In many ways we were ahead of our time when we began," said Michael Salort. "The marketplace was still enamored with the simple concept of online video portals and user-generated content. But now audiences are growing much more sophisticated and are demanding higher quality content that they can literally *touch* and interact with, and play an active role in the storylines."

For more information about "In Men We Trust" and PersonalScreen Media, visit www.personalscreen.com.

ABOUT PERSONALSCREEN MEDIA

PersonalScreen Media, a film production company located in New York's filmmaking community, is well positioned to capitalize on and profit from the digital video revolution that's transforming the way consumers choose, consume and interact with entertainment. Just as the silver screen paved the way for the small screen, now television has given way to what we call the PersonalScreenSM. PSM believes that one size does not fit all and, in support of the transformation to the PersonalScreenSM, we are committed to delivering high-quality original content to these newly liberated consumers. In so doing, we will also provide exciting and more effective ways for advertisers to promote their goods and services to this growing audience.