



PRESS RELEASE

FIRE BURNS THROUGH MAJOR STUDIO TITLES ON AMAZON

Los Angeles, CA November, 5th, 2007, When Appalachian State beats a mighty Michigan team it makes headline news. We all love the upset story of the underdog, the David beating Goliath. In the world of new media retailing, the major studios are under increasing competition from independent filmmakers. No longer can they guarantee the customer picking only from their titles with paid coop 'price and positioning' in physical retail. Amazon.com have thrived selling media, music, books and movies as traditional retailers, (Tower, Warehouse), are shuttering stores and laying-off staff. Amazon.com are not winning a price war, as most of what they sell is close to full retail price - with shipping tacked on! They are winning because they have the titles customers are looking for - in stock! What a novel concept?

In the online new media retailing space, titles that the major studios would normally turn their nose to, are beating out their releases for the very precious consumer dollars. As this trend grows, it eats more and more into the major studios income. With the pressure of the writer's strike and disgruntled unions to also compete with, trouble is not far off.

When VJWorld, the maker of video entertainment, released the now, best selling, "Fireplaces, Fishtank & Lava" DVD, it never knew it would be competing and beating on charts the likes of the BBC's "Planet Earth," Al Gore's "Inconvenient Truth," or "March of the Penguins." "Who would have thought a DVD of a fireplace would burn the wallets of the major studios." Said Ian Faith, CEO. "We know we won't be single handedly changing the landscape, but it can't be dismissed. We have titles that are in the main ignored by major retailers and have a big demand with consumers at large, especially during the holiday season. This is where a retail partner like Amazon is so great and shows so much foresight. The mass merchants could grow their businesses, by learning from what the new media retailing models have proved to be a successful strategy of growing titles. DVDs have always been a great lure for physical retailers to sell bigger ticket items. Every online purchase takes more than just the profit of those sales out of their bottom line, it also, keeps the consumer out of their store."

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