



## **City Lights Digital Surges Ahead in the Digital Market by Completing Unprecedented 500th Webisode**

07.13.07

City Lights Digital today announced the completion of its 500th Webisode since launching in April 2006, an unprecedented accomplishment in the digital media market. Webisodes are shortform content viewed via the internet, VOD or mobile devices and are the newest form of entertainment/marketing used not only by TV and film brands, but also web entertainment brands, and now consumer brands.

City Lights Digital has become one of the leaders of content production in the digital space, with recent projects including: a web series for Kohler.com, a web series for Viacom's The N network titled "Star Stylist," and a ten-minute "webumentary" for LifetimeTV.com entitled "Wives on the Homefront," based on the network's hit show "Army Wives." Since their inception only 15 months ago, City Lights Digital has also produced content for several major corporations including Sony, Nintendo, Burger King and Twentieth Century Fox.

"There are basically three types of brands that we have relationships with," says Senior Vice President Christopher Stout. "First, there are the corporate brands like Kohler, Nintendo and Burger King. Second, there are the web entertainment brands such as Heavy and CollegeHumor.com. And third, there are the TV networks which are now programming online as well, such as Vh1, TLC and HGTV."

City Lights Digital is an offshoot of production company City Lights Television. In April of last year, the group noticed an increasing number of productions

across the digital space. City Lights Television/City Lights Digital President Dave Noll is not surprised by the immediate success of this new division.

"Our digital team is the best in the business," says Noll. "We've taken some of the greatest up-and-coming minds in television and turned their attention towards new media. Now, instead of developing and producing for brands such as MTV, Sundance Channel and Discovery, they are including brands as diverse as Starbucks, McDonalds and Kohler."

City Lights Digital's first project was in May of 2006 with the creation of "Dingo Ate My Video," the first mobile entertainment series for Vh1. In April 2007, the company won an Emmy Award for Lifeskool's "Walking with Johnny," a VOD production about the life and times of music legend Johnny Cash. City Lights also created and produced one of the first daily broadband comedy series, "Heavy News" for Heavy.com.

"Our division is growing at an exuberant rate," says Stout. "We are seeing double--digit growth from quarter to quarter and expect that growth pattern to continue to escalate through 2008." In response to the company's reason for growth Stout replied, "City Lights Digital brings a very unique combination of brand research and entertainment know-how to our productions that help manage to keep viewers with sophisticated viewing pallets engaged for longer periods of time. Meanwhile, the companies themselves are thrilled with our dedication to their unique brand."

City Lights Digital estimates they will produce an additional 200 Webisodes by the end of fourth quarter 2007, thanks in part to film and television studios who have now added entire departments to expand their presence in the digital space and in many cases, have budgeted for the digital component of a film or series marketing campaign.

#### About City Lights Media Group

City Lights Media Group is now in its 24th year of operation. In the last three years, the company has experienced dramatic growth and diversification. Founded by brothers Jack, Joe, and Danny Fisher as a film post-production and distribution house, the company has emerged today as one of the most respected and fastest growing media companies engaged in film, television, and digital media with over 80 employees. The company is involved in the financing, development, production and distribution of critically acclaimed major motion pictures, top rated television series, and cutting-edge digital media. The company also is home to one of the largest post-production facilities in the country.

The company is comprised of four major divisions - City Lights Pictures, City Lights Home Entertainment, City Lights Television and City Lights Digital. Each

division is run by a capable team of highly experienced key production executives in both of the company's New York and Los Angeles offices. Principals of City Lights are Danny Fisher, Jack Fisher, Joe Fisher, and Dave Noll. For additional information about City Lights and to find out information about upcoming titles from City Lights Media, please visit [www.citylightsmedia.com](http://www.citylightsmedia.com).

Media materials and digital images are available at the City Lights Press Center at <http://www.citylightsmedia.com/index.php?section=press>.