



PRESS RELEASE

Aronoff, Lawler Launch Antibody Films

Unique Business Model Provides Low-Risk Development of Small-Budget, High-Value Genre Films

Los Angeles, CA – May 8, 2006 – Antibody Films announces today its entry into the film development and production industry, launching a unique business designed to create low-budget, high-value motion pictures under a multi-picture investment model.

Antibody's mandate includes a market penetration strategy based around working in commercial genres like thriller, horror and action pictures, and targeting youth audiences across the globe.

The company, headed by producers Chris Aronoff and Jesse Lawler, is raising a \$1 million development and production fund and is currently soliciting scripts in the genres noted above. Their integrated packaging, "Internal Greenlight," and production financing strategies have already gained the support of a number of high-profile investors.

Says co-founder Lawler: "We're really looking at things from a marketing-first perspective. Advances in technology result in simpler filmmaking, technically speaking -- but with an increase in the quantity of films being made, the overall content quality is suffering. Given that, it's become more important than ever to fight for viewers' increasingly distracted attention. We put that challenge – and it's absolutely a marketing challenge – at the top of our priorities."

"The crux of what we're doing is an Internal Greenlight process that really examines the merits of a film's best, worst, and medium-case scenarios before we throw resources at it," explains Aronoff, a former film editor and visual effects producer. "Everyone wants to make great films. Everyone wants to make money. Doing either can be difficult – doing both is a master stroke, but that's what we're set up to do."

The company has already established a seasoned team of industry experts on its Advisory Board, including the creator of the highly successful *MacGyver* television series, a co-founding partner in Shoreline Entertainment, and producers of such indie and arthouse classics as *Midnight Cabaret* and *The Spitfire Grill*. Antibody Films anticipates commencing production on its first film during August 2006.

About Antibody Films (www.AntibodyFilms.com)

Antibody Films' focus is on the production of lower-budget genre pictures, primarily horror, action, and thrillers. The company intends to release two to three films per year in these genres, either as straight-to-video, theatrical releases, or original cable programming. Producers Chris Aronoff and Jesse Lawler oversee all aspects of company operations and film production, while eagerly collaborating with outside artists and financial partners. Writers interested in submitting scripts to Antibody should send a brief query letter to submissions@AntibodyFilms.com.

For further information please contact

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