

BACKNINE
STUDIOS



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INDUSTRY LEADERS JOIN FORCES TO LAUNCH BACKNINE STUDIOS

Unique enterprise will combine entertainment studio with venture funding

LOS ANGELES (November 3, 2009) – Two pioneers in their respective industries, Bobby Chang (design) and Jon Fitzgerald (entertainment) have joined forces to launch a unique entertainment venture, BackNine Studios. On the heels of their acclaimed documentary feature, *THE BACK NINE*, this Company is a natural extension of their combined work experience. BackNine Studios will be comprised of three different divisions, all connected by the through line of storytelling. The team sees great value in making movies that matter, sharing inspirational themes with international audiences, as well as providing financial backing for new ventures.

“Film and TV Media are the most powerful form of mass communication. BackNine Studios was established to provide inspiration to audiences and empower individuals to chase their dreams. With this Company, entertainment is a vehicle with a purpose, an opportunity to change lives through great story,” says Partner, Bobby Chang.

BackNine Studios has secured angel funding to launch the Company and the partners are currently seeking additional investment.

The three divisions are as follows:

BackNine Entertainment - With an emphasis on culturally relevant and inspirational storylines, BackNine Entertainment will produce movies that engage and inspire audiences. Many projects will be developed in-house, with an eye towards independent production, while others will be produced on a larger scale, financed and distributed through studio partners. The Entertainment division has the rights to several books, currently being adapted for the screen, as well as a number of completed screenplays. Shortly after the national DVD release of *THE BACK NINE*, the Company plans to be back in production in 2010 with their next project.

BackNine Cinema - This division will exist entirely online, at www.BackNineCinema.com. An online movie destination, the site will be a portal designed to enrich the lives of audiences looking for great stories. There will be an emphasis on documentary films, and smaller movies that may not have had an opportunity to find an audience, until now. The site will host movies, particularly content generated through BackNine Entertainment and BackNine Front, but the site will also link to other websites, providing editorial context to the films they

recommend. In addition, BackNine Cinema will curate online film festivals for the site, programming films in a particular genre, theme or region, giving audiences around the world an opportunity to see quality films at their leisure. This division is currently in the development stage as the Partners secure the films and consider editorial candidates.

BackNine Front - Many people have dreamed of developing a new idea, creating a new venture, but have never had the opportunity to do so. BackNine Front will consider applicants and empower individuals looking to pursue a dream unrealized, ultimately providing funds for the development of their venture. With the support of industry professionals working as mentors, the team will evaluate the candidates and film interviews and the “stories” surrounding each finalist. Video footage will be posted online at BackNineCinema.com, giving audiences an opportunity to vote on the finalists via the Internet. Note: The Company has created a TV series based on this concept, which is being developed via BackNine Entertainment.

Chang has had a very successful run in the design space. He co-founded the successful Incase brand, sold in Apple stores around the world. Now that Incase has become a global brand, Chang will transition into advisory role. This allows him the flexibility to pursue other ventures, such as BackNine Studios and the mentoring of emerging designers. Chang’s experience in the product design space and his keen eye for talent will be invaluable to the BackNine Studios venture.

Fitzgerald brings a unique combination of skills and relationships to the venture, with extensive film, festival and online experience. He worked on a number of studio films, before shifting to the independent sector, and then to Ifilm.com. Fitzgerald has co-founded or served as festival director for numerous organizations, such as the Slamdance, American Film Institute, and Santa Barbara festivals. “The evolving digital world is truly altering the motion picture landscape. This an exciting time, an opportunity for the best stories, artists and entrepreneurs to find an audience; and all my work experience has led me to this unique venture.” says Partner, Jon Fitzgerald.

Both Chang and Fitzgerald were invited to participate in the upcoming *Miami Summit* (November 5-8), part of the Summit Series that was developed to *connect and inspire the world’s most influential young innovators...and social entrepreneurs to effect positive change.*” With a number of industry leaders present, including Russell Simons, Ben Silverman, Chad Hurley and Josh Schwartz, Bill Clinton spoke at the last Summit session in July. Chang will moderate a discussion at the *Miami Summit*, entitled “Design as a Disruptive Force: How to obliterate old markets and create new ones.” The Partners are honored to participate in the Summit, and see the upcoming event as a great opportunity to connect and exchange ideas with some of the world’s leading entrepreneurs.

For more information on the Company visit www.BackNineStudios.com

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