

## **Eurocinema teams with Neal Marshad to Executive Produce on demand content for TV, internet, and satellite delivery in North America and China**

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NEW YORK---EuroMedia Holdings Corporation as signed an agreement with Marshad Technology Group,a leading provider of interactive strategy, design and technology. Under the agreement, Marshad will executive produce and develop on demand television for Eurocinema. They are also partnering with Larry Namer, the co-founder of E! Entertainment TV, who is currently CEO of Metan Development to produce and distribute localized versions for China and other Asian markets.

Eurocinema is EuroMedia Holdings' on demand TV channel available to 29 million U.S. and Canadian households via cable, satellite and telephone companies. Systems carrying Eurocinema include Time Warner Cable, Cablevision, RCN, Verizon Fios, Direct TV, Dish Network and 35 other systems. Eurocinema will soon launch on major IPTV services . The service offers a range of award-winning European and international films, each of which is presented as part of a hosted, two-hour block of programming that also includes award winning short films. Eurocinema also presents documentaries, celebrity guests and coverage of major international film festivals. This unique presentation makes Eurocinema the first programming service of its kind in the United States.

"We're delighted to have Marshad Technology Group on our team across the US and Canada," said Sebastien Perioche, Eurocinema chairman and CEO. "Neal Marshad's track record of success in both network television and the internet ecommerce is remarkable. We're proud to have his expertise involved to help us make new compelling content available to US television audiences, " Perioche added.

Neal Marshad is both a TV industry and internet industry executive. Neal's career in film, network and cable television, and the Internet spans 35 years, including over 20 years as film producer on NBC's Saturday Night Live film unit. Neal's interest in the internet started in 1985 while working for IBM, and in 1995 he pioneered the use of streaming web video while under contract with the BBC. Neal has over 30 awards in interactive design, ecommerce, film and television, including an Emmy for Outstanding Individual Achievement in Directing and Cinematography for CBS, and was recently recognized as one of the Top 100 Producers in the industry.

Sebastien Perioche is the Founder, Chairman and CEO of EuroMedia Holdings Corporation, operator of Eurocinema. He is responsible for overseeing EuroMedia Holdings' development strategy and investments, in addition to managing relationships with European film and entertainment distributors. Perioche successfully launched Eurocinema and since its inception in 2005, Eurocinema has become the leading provider of European films in North America with plans to expand to other

countries. With 29 million subscribers in 2009, Eurocinema is poised to capitalize in this favorable environment.

The contemporary and classic titles of the Eurocinema library are international film festival award winners. The library covers the works of such directors as Paulo Taviani, Claude Miller, Catherine Castel, Andre Tarkovsky, Daniele Luchetti, and Claude Chabrol, as well as globally-recognized stars including Marion Cotillard, Monica Bellucci, Joaquim de Almeida, Nathalie Baye, Victoria Abril, Paz Vega, Ludivine Sagnier and Marcello Mastroianni. Eurocinema will launch the John Maybury directed, *The Edge of Love*, starring Sienna Miller, Kiera Knightley, Cillian Murphy and Matthew Rhys in December 2009.

**About Eurocinema:**

Eurocinema is TV's home for European and international box office films. Eurocinema brings audiences award-winning, international box office hits. Eurocinema is offered on-demand on cable, satellite and broadband services. Each film block is hosted to bring you additional information on directors, actors, producers and other points of interest to enhance your viewing experience.

Short films are added to each feature film, tied together thematically, it could be the same director, writer, same country, or a different look at the same topic/plot.

**About Marshad Technology Group:**

Marshad Enterprises, Inc., offers a broad portfolio of interactive, video, IT and web products and services that can be delivered individually or combined to create a comprehensive solution all with exacting standards. Through two divisions: Neal Marshad Productions and Marshad Technology Group, the company provides proprietary and third party software on a licensed or hosted basis, eBusiness and eLearning applications, design and consulting services, and business services including: secure transactional websites, kiosks, interactive multimedia design and content, web database applications, animation, creative content development, broadcast television production, and satellite communication services.

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