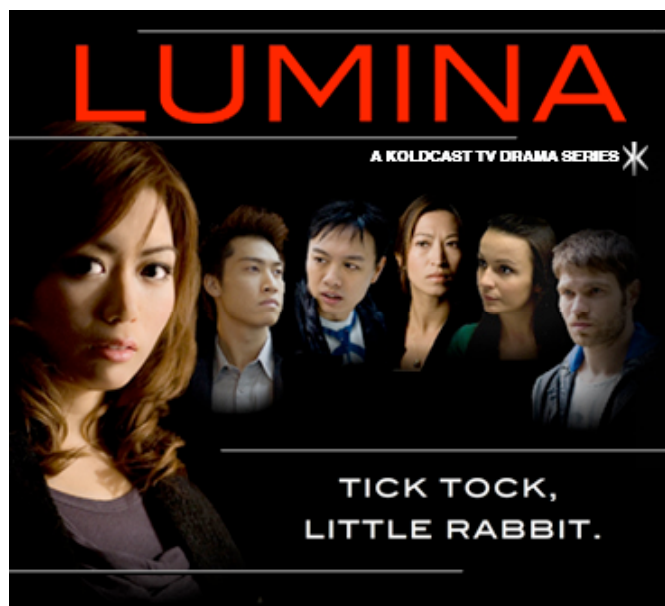


## PRESS RELEASE

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### AMERICAN WEB TV CHANNEL KOLDCAST TV SIGNS LOCAL HONG KONG PRODUCTION *LUMINA* FOR DISTRIBUTION



Hong Kong, SAR, China (Wednesday, September 16, 2009). What do Keanu Reeves, Ridley Scott and Jennifer Thym have in common? They are all working on web series, the latest evolution of original online entertainment, typically short form narratives (three to five minutes) in a serial format (ten to thirty webisodes). Hong Kong is represented by the fantasy thriller *LUMINA the Web Series*, which has just been signed by American Web TV Channel KoldCast TV to join their award-winning slate of original online content.

“This past week has been amazing,” says *LUMINA* writer and director Jennifer Thym. “Working with KoldCast TV has been fantastic and heartening - it's rare to meet people who are truly passionate about their work. Web series is still a burgeoning medium, and KoldCast's strategy of being selective about its programming and pro-active about marketing is exactly what the field needs right now. I'm so excited that *LUMINA* is now on their slate - it's a big step for a new Hong Kong production like ours!”

Marti Resteghini, VP, Network Programming at KoldCast TV, says that KoldCast has been looking for a special series with which to launch its new International channel. “*LUMINA* is a thrilling fairytale about love, longing and greed. It's a timeless story that just so happens to be taking place in Hong Kong. Jennifer Thym's strikingly beautiful series has raised the bar for web programming - both here and abroad,” says Resteghini.

Creating worlds is a passion and one that Thym enjoys. When she entered the film world in July 2008, the investment banker turned filmmaker decided to take a novel approach to reaching her audience. “With *LUMINA* we wanted to go beyond the conventional format of short film,” says Jennifer Thym, “and create an online fantasy

series with wonderful potential for interactivity with its viewers.” As theatrical and DVD sales fall around the world, viewers are increasingly turning to the web for entertainment. “The online audience is already there. To me, it’s about connecting to them with an engaging and beautifully told story.” “*LUMINA* will open your minds cinematically, and the story will open your hearts to the impossible,” says producer Sommer Nguyen.

*LUMINA* stars actress and model JuJu Chan, who also stars in the new RTHK reality show on poverty and is the winner of Miss United Nation International Ambassador 2009, Miss United Nation China, Miss Congeniality and Miss TVB People’s Choice for Miss Chinatown USA Pageant 2009. Michael Chan, star of the viral hit *Wall Street Fighter IV*, and Vince Matthew Chung, winner of *The Amazing Race Asia 3*, co-star.

The series features music from around the world, including songs from groundbreaking music collective The Enigmatic Army, American college circuit favorite Tim Be Told and China Global Battle of the Bands winner Killer Soap. “Good music is integral to drawing viewers into the story, and I’m honored to have collaborated with such talented musicians,” says Jennifer Thym.

*LUMINA the Web Series* launched this week with a triple webisode release on KoldCast TV, with new webisodes airing every Monday. The series is free to view on [www.koldcast.tv](http://www.koldcast.tv) and on [www.luminaseries.com](http://www.luminaseries.com).

#### **About KoldCast TV, The Web TV Network**

KoldCast TV delivers on-demand entertainment programming to a global audience in full-screen high-definition via its line of advanced Media Players. Award-winning original web series, music, comedy, sports and lifestyles programming create the nucleus of the KoldCast Television Network. KoldCast is recognized by its content partners for its value-added and personal approach to partner relationships, and for its commitment to the marketing, promotion and organized discoverability of shows selected for broadcast on its Network. Recent series include: *Blue Movies*, an Official Selection of the New York Television Festival; *OzGirl*, winner of iTVFest’s Best Web Series; *Pink*, Streamy Awards Best Director winner; *Luke 11:17*, Webby’s Best Drama Episode nominee.

#### **About RockGinger Limited**

RockGinger Limited is a multimedia company founded in 2008 by Jennifer Thym to produce original independent web, TV and film projects.

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