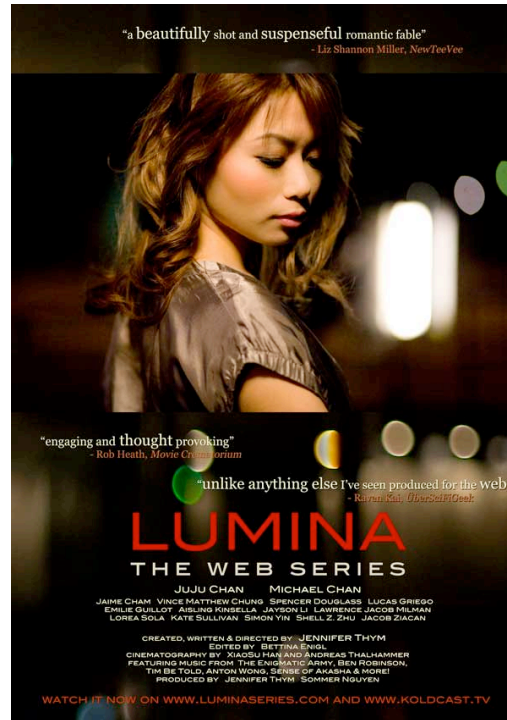


PRESS RELEASE

FOR IMMEDIATE RELEASE

LUMINA JUMPS FROM THE LITTLE SCREEN TO THE BIG SCREEN AT THE CLOCKENFLAP MUSIC & MULTI-MEDIA ARTS FESTIVAL



Hong Kong, SAR, China (Thursday, November 12, 2009). Hong Kong's original fantasy web series *LUMINA* jumps from the little screen to the big screen at this past weekend's Clockenflap Music & Multi-Media Arts Festival held at Hong Kong's Cyberport. An estimated 3,500 festival attendees had the opportunity to view the Saturday and Sunday screenings of the first *LUMINA* webisode, which to date has been available exclusively online.

"Clockenflap is a huge supporter of local artists and filmmakers and it's great to see the bar being raised on independent production here year after year," says Lindsay Robertson, Film Programmer, Clockenflap. "The film tent has grown enormously since last year's festival – with 80 films screened this year – and we were thrilled to be screening such a diverse range of quality content from Hong Kong as well as from around the world. Screening films as part of a music festival environment allows a wider demographic to watch films they may not otherwise get to see."

"It's an honor to be invited to the Clockenflap festival and to be part of this exciting time in Hong Kong indie cinema," says *LUMINA* writer/director Jennifer Thym. "We're excited about expanding our audience worldwide." With over 30,000 views online from word of mouth and grassroots marketing, *LUMINA*'s viewership is growing strong, especially with the young female set. In the last month, 30% of all *LUMINA* viewers on YouTube were females between the ages of 13 and 17; the next largest demographic (15%) were males between the ages of 25 and 34.

The entire nine part first season of *LUMINA* is now available to view on www.luminaseries.com as well as on *LUMINA*'s American distribution partner's website, www.koldcast.tv. A special DVD release with behind the scenes footage and bonus material is on the way.

ABOUT *LUMINA THE WEB SERIES*:

Written and directed by first time Asian American director Jennifer Thym, *LUMINA the Web Series* is a dark densely woven fantasy series set against the sparkling backdrop of Hong Kong. *LUMINA* stars actress and model JuJu Chan, who also starred in the recent 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 is signed for distribution by American Web TV Channel KoldCast TV to join their award-winning slate of original online content.

ABOUT THE CLOCKENFLAP MUSIC & MULTI-MEDIA ARTS FESTIVAL:

Clockenflap is a pioneering outdoor music and multimedia arts festival held over two days with over 3,500 attendees. It is currently the largest outdoor music and arts festival in Hong Kong. The festival provides a platform for both internationally and locally sourced live music, film, installation art, digital arts and animation, brought together as a great weekend out for all ages. The Clockenflap festival aims to support local artists by providing a large-scale event to showcase their talent, and to inspire others to become active through exposure to high quality international and local artists. It is the organisers' view that a thriving art scene, across varied media, is critical for the social well-being of a large city. In addition, Clockenflap actively pursues the objective of making a profit with a view to nurturing the festival in Hong Kong and expanding the event into neighboring cities throughout the region.

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