



For Immediate Release

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**New York Production Company Kismet Films Produces Second Series of PSAs
for HIV/AIDS Awareness**

**Follow-up to 2004 Award-Winning Series is directed by Bart Freundlich and includes
Jimmy Fallon, Matthew Broderick and Rosario Dawson**

New York, NY; November 16, 2005... For the second year, Kismet Films, a New York production company, was selected to produce a celebrity-driven Public Service Announcement campaign for the national not-for-profit organization, Cable Positive, whose mission is to harness the power and resources of cable television in the fight against HIV/AIDS. The theme of the series, "Weapons of Mass Instruction," is designed to increase awareness and prevention of HIV/AIDS.

Directed by **Bart Freundlich** (*Trust The Man, The Myth of Fingerprints*), the PSAs feature celebrities **Matthew Broderick** (*Ferris Bueller's Day Off, The Producers*), **Billy Crudup** (*Almost Famous, Big Fish*), **Rosario Dawson** (*Sin City, RENT*), **Jerry Ferrara** (HBO's *Entourage*), **Jimmy Fallon** (former *Saturday Night Live* cast member), **Allan Houston** (recently retired New York Knick), **Idina Menzel** (Tony award winner for *WICKED, RENT*), **S. Epatha Merkerson** (Emmy award winner for HBO's *Lackawanna Blues, Law & Order*), and **Miss Universe 2005, Natalie Glebova**. Grammy award-winning recording artist **India.Arie** provided her song "Strength, Courage & Wisdom" from her album *Acoustic Soul* for the campaign.

Kismet principal Greg Pace spearheaded this second series of PSAs following his success with the 2004 series. The 2004 campaign was directed by **Joel Schumacher** and has been recognized with a TV Cares Ribbon of Hope Award from Television Academy of Arts and Sciences and a ProMax Golden Muse Award. "I'm proud that Kismet has developed a relationship with Cable Positive and that our company is able to contribute towards raising awareness about these important issues. I'm thankful that many of our friends in the business agreed to participate in creating an inspiring and effective campaign," Pace said.

The year-long campaign launches on cable television in support of World AIDS Day, December 1, 2005. Celebrities discuss the weapons they use in the fight against HIV and AIDS, their "mind," "heart," and "voice." A behind-the-scenes documentary about the campaign will be aired nationally on Cable Positive's video-on-demand channel along with the complete campaign. Director of Photography Oliver Cary shot the "Weapons of Mass Instruction" campaign in black and white.

Kismet also produced a PSA series for Cable Positive's partner, NLAAD, for Spanish language audiences featuring Latina soap star **Gabriela Spanic**, *Extreme Makeover: Home Edition's* **Eduardo Xol**, and **Efren Ramirez** of *Napoleon Dynamite* fame to support National Latino AIDS Awareness Day. Since the campaign launched in October, NLAAD's website visits increased from 600 to 14,000 per month.

In editing the PSA series, Kismet debuted its new state-of-the-art high-definition edit suite at the company's SoHo offices. Kismet's new edit suite boasts the latest in digital editing technology. Kismet is now cutting TV shows, short films, commercials, and infomercials on the new system, which is fully equipped to handle full resolution HD graphic animations and the editing of feature films.

To view the campaign and to download images please visit www.kismetfilms.com. To request a DVD or a tape for air, please call 212-366-5337 x111.

About Kismet Films:

Conveniently located 3000 miles from Hollywood, Kismet Films is a New York-based feature film and commercial production company. Company principal Greg Pace has extensive feature film experience including serving as Associate Producer on *The Confession* with Alec Baldwin and Ben Kingsley, and as Director of Production for Baldwin's El Dorado Pictures, was involved in the making of *Ghosts of Mississippi*, *The Edge*, and *Mercury Rising*. Kismet was created out of a genuine passion for the art, science, and business of filmmaking. The company has produced several critically acclaimed feature films, shorts, documentaries, commercials, and corporate image pieces. It continues to seek out and develop the most engaging stories in the world and bring them to life on screen. Kismet has on-staff editors, cinematographers, and directors and has also pooled together some of the most talented freelancers in the business to create the best team for every project.

For more information, please visit the company's website at www.kismetfilms.com.