



For Immediate Release

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**New York Production Company Kismet Films
Premieres New High-Definition Editing Capabilities
With Series of PSAs for HIV/AIDS Awareness Directed by Bart Freundlich**

New York, NY; November 16, 2005... Kismet Films debuted its new state-of-the-art high-definition edit suite at the company's SoHo offices in editing a celebrity PSA series for Cable Positive on HIV/AIDS awareness and prevention. Kismet worked exclusively with New York vendors to build an edit suite designed to deliver full resolution 1080i HD productions in multiple formats including progressive and interlaced, full resolution 10 Bit uncompressed films and commercials at a lower cost for commercial and feature film clients, achieved through a proprietary assembly process.

Kismet's new edit suite boasts the latest in HD digital editing technology. Kismet is now cutting, documentaries, short films, TV shows, commercials, and infomercials on the new system, which is fully equipped to handle full res graphic animations and uses a lightning fast 4 Gb optical hard drive array system large enough to accommodate feature films. Kismet can now provide clients with a full menu of HD post-production services in-house including editing, color timing, sound mixing, and artful DVD authoring, at unbeatable rates and unmatched quality. Powered by dual MAC computers, the system is designed with the ability to be expanded as new technologies become available.

"We believe that our new editing suite delivers major motion picture results at a greatly reduced cost," said Kismet principal Greg Pace. "We look forward to using our new technology for our advertising clients, feature film and documentary projects."

The advanced technology of the editing system was put to use in the new series of celebrity-driven PSAs that Kismet produced for Cable Positive, a national non-profit organization with the mission of organizing cable's resources 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.

Pace spearheaded this second series of PSAs, following success with the 2004 series directed by **Joel Schumacher**, which was 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/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.

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 also 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.