



For Immediate Release

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

Follow-up to 2005 Series is directed by Rosie Perez and Liev Schreiber and includes Eric McCormack, Wilmer Valderrama, Bob Costas, and Lorraine Bracco

New York, NY; November 16, 2006... For the third 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, "Join the Fight," is designed to increase the awareness and prevention of HIV/AIDS.

Directed by **Liev Schreiber** (*Everything is Illuminated, The Manchurian Candidate*), the PSAs feature celebrities including **Naomi Watts** (*King Kong, The Ring*), **Calvin Klein**, **Lorraine Bracco** (*The Sopranos*), **Eric McCormack** (*Will & Grace*), **Judith Light** (*Who's the Boss, One Life to Live*), **Bernard Hopkins** (professional boxer), **Tony Kushner** (*Angels in America, Munich*), **B.D. Wong** (*Law & Order, Father of the Bride*), and **Bob Costas**. Aimee Mann (courtesy SuperEgo) and Portishead (courtesy Universal Music Enterprises) provided music for the campaign.

Kismet also produced a PSA series for Cable Positive's partner, NLAAD, for Spanish language audiences. Led by director **Rosie Perez** (*Do the Right Thing, White Men Can't Jump*), the campaign will feature **Wilmer Valderrama** (*That 70s Show*), **Julissa Bermudez** (BET's *The Center*), **Erick Elias** (*Gitanas*), **Judy Marte** (*Raising Victor Vargas*), **Lorena Rojas** (*El Cuerpo del Deseo*), and **Miss Universe 2007 Zuleyka Rivera** to support National Latino AIDS Awareness Day. Director of Photography Matthew Libatique (*Inside Man, Requiem for a Dream, The Fountain*) shot both campaigns.

Kismet principal Greg Pace produced this series of PSAs following his success with the 2004 and 2005 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. The 2005 campaign was directed by Bart Freundlich (*Trust the Man, The Myth of Fingerprints*) and included Jimmy Fallon, Matthew Broderick, Rosario Dawson, and S. Epatha Merkerson.

"In our third year of production on this campaign, I am so proud that Kismet will continue to work with Cable Positive and that together we are able to contribute towards helping the fight against HIV / AIDS. We are appreciative of all our friends within the business who have participated in creating a campaign towards this important cause," Pace said.

Kismet's work with Cable Positive has extended to a new documentary series entitled, *Positive Voices*, which will air on Sundance Channel on December 1st, 2006 at 11:15 pm.

The year-long campaign launches nationally on cable television in support of World AIDS Day, December 1st, 2006. This year's theme focuses on the 25th anniversary of discovering the first case HIV/AIDS. 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.

To view the entire campaign and to download high resolution still images please visit www.kismetfilms.com/psa2006. 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*. 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.

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