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HEADLINE: Hollywood Close-Ups, Inc. Makes History with Syndicated TV Special and Breaks New Ground with Major Studio Ad Buyers

Source Website

STUDIO CITY, Calif., Feb 28, 2007 (BUSINESS WIRE) --- **David Sheehan's ACADEMY AWARDS MOVIE MAGIC** aired on 259 television stations in 198 markets covering 96.544% of U.S. DMAs during the latter part of February leading up to this past Sunday's Oscar ceremonies.

This distribution success generated an unusual spot-buy ad sales marketing bonanza for a small Southern California production and syndication company solely owned and operated by the dean of TV entertainment reporters, **David Sheehan**.

Not only has **David Sheehan's ACADEMY AWARDS MOVIE MAGIC** set records as the most successful syndicated special in history, the show that is all about this year's Oscar movies is supported by spot-buy advertising primarily bought by three major movie studios: Disney, Warner Bros. and The Weinstein Company.

The Disney brand was represented in the show by :30 spots on new releases "Bridge to Terabithia," "Wild Hogs" and "Meet The Robinsons," with the Disney Buena Vista Home Entertainment brand advertising its new DVD release of "The Prestige."

Warner Bros. bought its :30 in **Academy Awards Movie Magic** for the new Hugh Grant – Drew Barrymore romantic musical comedy "Music and Lyrics," while the Warner Home Entertainment brand placed its :15 spot for the DVD release of Martin Scorsese's Best Picture and Best Director Oscar winner "The Departed" as a unique "closed captioning brought to you by" sponsor.

Harvey Weinstein's Weinstein Company used **Academy Awards Movie Magic** to trumpet "Factory Girl," its racy "R" rated Edie Sedgwick bio-drama starring Sienna Miller, with a :30 running in rotation with a second :30 for the new wide re-release rollout of the other Weinstein bio-drama: the Renee Zellweger starrer "Miss Potter."

The company behind the show, **Hollywood Close-Ups**, Inc., gave the movie studios special accommodation by putting up a series of three different nationwide satellite feeds during the February 10 thru February 25 **Academy Awards Movie Magic** broadcast window, so that creative commercial content material could be changed to reflect opening dates.

The :30 for Disney's "Bridge to Terabithia," for example, began with an "Opening February 16" tag and switched for the second show feed to a "Now Playing" tag.

Likewise, Warner Home Entertainment's :15 for "The Departed" DVD release advertised its February 13 HiDef street date in the first satellite transmission and switched to an "Own It Now" tagline for the show's second feed. Meanwhile, Disney's Buena Vista Home Entertainment :30 for "The Prestige" proclaimed "Own It on DVD and Blu-ray Disc February 20" during the first two feeds of **Academy Awards Movie Magic**, switching to an "Own It Now" tag for the show's 3rd feed.

The only non-studio spot in **Academy Awards Movie Magic** is a :30 purchased by the John Paul Mitchell hair

care products, promoting a new shampoo with the slogan "only your salon guarantees the real Paul Mitchell."

Academy Awards Movie Magic is one of three syndicated specials produced and distributed by *Hollywood Close-Ups* every year for the past 12 years. The company's two other shows are Summer *Movie Magic*, airing every June, and Holiday *Movie Magic*, airing every December. All three shows provide the same kind of advertiser-friendly procedures, with as many as 5 different satellite feeds during a 3 or 4 week broadcast window.

About *Hollywood Close-Ups*

Hollywood Close-Ups is the company founded by *David Sheehan* in 1994 while he was the entertainment reporter on KNBC-TV in Los Angeles. Sheehan's opportunity to form his own production company came at the suggestion of NBC Entertainment President Don Ohlmeyer, who immediately asked Sheehan to produce and host two network specials: "Macho Men of the Movies" with Clint Eastwood, Sylvester Stallone and Arnold Schwarzenegger, and "Hollywood's Leading Ladies", with Julia Roberts, Michelle Pfeiffer, Sharon Stone, and Barbra Streisand.

At its heart, this *Hollywood Close-Ups* success is the story of one man's entrepreneurial triumph, with enormous help from the teamwork of a terrific staff of 8 (known as the heavy-hitting 8-ballers), led by the company's one-two punch --- Sheehan's 25-year friend and colleague, editor par excellence and audio mixing artist John F. Diamond, along with HCU's super-salesman director of distribution and president of syndication Jim LeFave; aided and abetted by longtime troubleshooter executive producer Jeff Jacobs and jack-of-all-computer-trades supervising producer Mark Braverman, along with top notch line producer Cristi Jessee Applegate, director of promotion and publicity Stacia Caggiano, the innovative talent of Internet producer Geno Caggiano and master of syndication coordinator Dana Brown.

Hollywood Close-Ups maintains its corporate headquarters in Studio City, California and its post production facilities in the Hollywood Hills.

Source: *Hollywood Close-Ups* , Inc.

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Highlights: Hollywood Close-Ups, David Sheehan, ACADEMY AWARDS, MOVIE MAGIC, Academy Awards, Movie Magic

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