



For Immediate Release

eGUIDERS LAUNCHES ULTIMATE GUIDE TO DISCOVERING BEST ORIGINAL ENTERTAINMENT ONLINE

eGuiders.com Serves as One Stop Destination to Find and View the Most Entertaining Original Online Videos, Curated by Esteemed Industry Insider and Celebrities

Los Angeles CA, February 17, 2009 – Revolutionary online video portal **eGuiders, LLC** today announced the official launch of www.eGuiders.com, a one-stop, next generation guide discovering the best of original online content. Created by award-winning filmmaker and online pioneer Marc Ostrick and Columbia University film professor and producer Evangeline Morphos, along with the involvement of Emmy® Award-winning television creator David Milch (*NYPD Blue*, *Deadwood*), eGuiders is the ultimate curated guide to high-quality videos and web series. The site provides a unique editorialized voice from a remarkable team of media industry insiders and notable celebrities who share and review their picks for the most interesting and entertaining original online videos.

Co-founder and CEO of eGuiders, LLC, Marc Ostick, whose most recent credits include the historic *Barack Obama Special* and the *24: Conspiracy* mobile series, said “With an overwhelming number of online videos, there is an incredible array of talent and creativity that can often go undiscovered. Finding new and exciting online entertainment can often be a Herculean task, and our vision for eGuiders is to create a premiere destination that cuts through the clutter. We make it easy to find and view the best videos the Internet has to offer, discovering some of the true rising stars in new media along the way.”

The site provides elegant design, simple navigation, up-to-the-minute listings and enticing reviews by the diverse team of “eGuiders.” In addition to the core team of “eGuiders” -- an array of traditional and new media professionals including filmmakers and producers to editors and designers -- the community also features notable “Guest eGuiders” who select and review their personal online video favorites to be spotlighted on the site. Guest eGuiders currently include Jerry Stiller & Annie Meara (*King of Queens*), Damon Lindelof (*Lost*), Jon Cassar (*24*), Peter Sollett (*Nick and Norah’s Infinite Playlist*), Mark Tinker (*Private Practice*), Willie Garson (*Sex and the City*), Margo Alder (NPR’s *All Things Considered*) and Shawn Ryan (*The Shield*, *The Unit*), among others.

eGuiders features content in seven main categories including Animation, Comedy, Drama, Documentary, Music, Spinoff and Viral. Each of the main categories has a variety of subgenres to make searching user-friendly. To enhance the experience, the majority of the content can be viewed directly on eGuiders.com.



According to David Milch, principal advisor to *eGuiders*, “If sharing stories makes us unique as humans, how do you humanize the Internet? I think *eGuiders* is a good start.”

In addition to videos and reviews, *eGuiders* also features a “Spotlight” section which further explores the video landscape by highlighting content relevant to current events. The Spotlight section will also bring together viewers and filmmakers by periodically hosting contests for content creators.

The site also includes an “Exclusives” section, featuring interviews with producers, directors, actors, and executives involved in the creation of online content. The section also features articles on a variety of topics including online video genres, new industry specialists and emerging media content trends as well as exclusive behind-the-scenes videos with creators.

According to Evangeline Morphos, Co-Founder and Vice President of *eGuiders*, “By combining the recommendations of trusted industry leaders with a sleek and easy-to-use design, we are confident that *eGuiders* will become *the* destination for discovering online entertainment. Our goal is to have people stop searching for videos and start watching them.”

eGuiders is represented by ICM for strategic alliances with content creators as well as for business development opportunities.

About eGuiders, LLC

eGuiders, LLC (www.eguiders.com) is a unique online video portal that discovers and reviews the best original online content through a team of trusted, credible voices in the media industry including producers, executives, editors and designers. *eGuiders* is a privately held company founded in 2008 by award-winning filmmaker and online pioneer Marc Ostrick and Columbia University professor and film producer Evangeline Morphos. David Milch, multiple Emmy® Award-winning television series creator and writer, and entertainment and digital industry veteran Adam Klein, former President and COO of Ask Jeeves, Inc., serve as principal advisors to the company. *eGuiders*’ goal is to help Internet users cut through the clutter and stop searching for the best original online videos and start watching them.

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