



INDEPENDENT COMEDY NETWORK LAUNCHES ON ICN.TV, MAJOR DISTRIBUTORS

A new model for entertainment: launching first 5 of 40 original comedy series, major distribution, unprecedented talent partnerships

SANTA MONICA, CA - February 6, 2008: The Independent Comedy Network (ICN), a new media comedy brand, has officially launched its schedule of unique comedy programming with 5 original scripted series that will be available from 9:00am EST today. This launch programming includes the original comedy series **2/8 Life**, **Inappropriate Workplace**, **Annals**, **Plea Bargain Advertising**, and **Warthog**. Each series will run weekly on www.icn.tv as well as on ICN's 15 distribution partners, including branded channels on YouTube, MySpaceTV, Blip, Vuze, and DailyMotion among others. ICN will release additional series later this winter and plans a total slate of 40 series for 2008. As a part of this launch, ICN also unveiled its own online social network for both fans and professionals at www.icn.tv.

ICN's programming leverages its unique network of talent partnerships with renowned comedy venues in Los Angeles, New York and Chicago. Prominent theaters such as iO, The Westside Eclectic, The PIT, and The Magnet have trained and helped launch many current comedy stars, including Amy Poehler, Tina Fey, Vince Vaughn, Chris Farley and Mike Myers.

"ICN enables top talent to break through the frustrating bottlenecks that exist in the entertainment industry," said Marc Campbell, ICN's Founder and CEO. "Until now, major media players controlled all production and distribution, but with the launch of platforms like ICN, those days are over. Now talent can, and should, side-step the countless pitch meetings

once necessary to bring their ideas to life. Top writers, directors, producers and actors can partner with ICN to create great comedy properties and reach a large audience, while maintaining a meaningful stake in their show's success. This is virtually unprecedented in the traditional Hollywood model."

In contrast to the wildly uneven quality of user-generated viral videos, ICN's comedy series provide both viewers and advertisers with consistently high quality entertainment programming delivered through multiple episodes. New episodes of each series premiere weekly, providing fresh content every day for its target audience of 18 to 34 year olds. "Shows such as *2/8 Life*, our ode to the first web-to-television series *Quarterlife*, make for perfect snacking at lunchtime or throughout the workday," Campbell said.

ICN was founded in 2007 by Marc Campbell, a former private equity banker at JP Morgan who also trained and performed at the Upright Citizens Brigade Theatre and other top comedy venues in New York City. ICN grew out of The Westside Eclectic, the comedy school and theater he started in Santa Monica in 2005 after receiving his M.B.A. from UCLA's Anderson School.

ICN is backed by high-profile investors and advisors from the media industry including Bill Apfelbaum, Chairman of Titan Worldwide, the fastest growing out-of-home advertising company in history; Scott Carlin, President of Domestic Programming Distribution for HBO; Sandy Fox, whose Fox Law Group has represented Jeff Foxworthy, Jim Gaffigan, and Joe Rogan; and Dick Robertson, former President of Warner Bros. Domestic Television Distribution.

ICN's launch schedule includes:

2/8 Life

An ode to the NBC/MySpace series *Quarterlife*, *2/8 Life* follows aspiring writer Angela Curtis as she blogs all about her friends despite the fact that she, they, and possibly her entire generation of twenty-somethings aren't quite as engaging as they might think. *2/8 Life* features Bob Wiltfong, former correspondent on *The Daily Show*.

Inappropriate Workplace

We all have experienced inappropriate behavior in the workplace at one time or another, but have you ever been asked to change your boss's tampon? Welcome to Duane's world! Follow Duane, your standard cubicle drone, as he is sucked into the most inappropriate situations humanly possible. Written and Created by Paula Goldberg, Directed by Ryan Sage and Produced by Neil E. Palmer.

Annals

A history show featuring "Historian" Aubrey Goshen, who educates viewers with his unique and captivating take on the real stories behind important cultural trends such as reality television, drug abuse, secret societies and, of course, robots.

Plea Bargain Advertising

When two down-on-their-luck guys inherit a defunct local advertising agency, they must do their best to keep the agency afloat, despite their complete lack of experience. Eddie Pepitone, of the *Sarah Silverman Program* and *Old School*, and Ron Lynch, of the *Tim and Eric Awesome Show* and *Great Job!*, appear on *Plea Bargain Advertising*.

Warthog

It's THE END OF THE WORLD AS WE KNOW IT, but for the three executives of Warthog Inc., it's business as usual. They're the only ones who show up for work Monday morning while the rest of the office, indeed, the rest of the world, has stayed at home. Instead of sitting around waiting for the final end, these three start dealing with the crisis the only way they know how...increasing market share.

About the Independent Comedy Network (ICN)

ICN, a new media comedy brand, is the leading provider of original, independently-produced, episodic comedy programming for the online world and beyond. ICN enjoys unprecedented access to great comedy talent through relationships with top comedy venues in Los Angeles, New York and Chicago. ICN develops, produces, markets, and distributes its comedy properties through partnerships with major video aggregation sites.

ICN programming can be found at www.icn.tv and on YouTube, MySpaceTV, Blip, Vuze, DailyMotion, iTunes, Joost, Veoh, Revver, Next.TV, Metacafe, Blinkx, Miro, Babelgum and Arootz, along with several new distribution relationships currently in development.

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