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NEW RENAISSANCE PICTURES LAUNCHES YOUTUBE CHANNEL

LA HABRA, CA, October 31, 2006 — With the goal of extending its reach, New Renaissance Pictures launched its own YouTube channel this week, currently offering three award-winning short films, with more on the way. YouTube has been at the center of the internet video revolution for much of 2006. Joshua Sikora, founder and president of New Renaissance Pictures, was initially hesitant to offer his company's content on the popular site. "YouTube is a fantastic resource for content creators and media consumers, but we've always been concerned with the relatively low video quality offered by the free site—we're committed to delivering our content to our audience at the highest quality that technology will allow," Sikora explains. Nevertheless, the opportunity to reach a broader audience was compelling enough to cause Sikora to re-consider. "We believe that YouTube provides us with a great way of bringing our award-winning films to a brand new audience. We hope that by offering a select number of our older releases, we can introduce even more people to the new renaissance that's happening right now."

The YouTube channel (available at www.youtube.com/user/sikoramedia) currently includes Matthew Jones' award-winning drama "Distracted" and Kevin Christensen's thought-provoking animation "Plummet" as well as Sikora's own "Sundown"—a compelling western from 2003. YouTube users are encouraged to visit New Renaissance's website to see newer films and to watch higher-quality versions of the videos available on the channel.

Sikora also hopes that the community-driven nature of the YouTube experience—from favorited videos to user ratings and comments—will give current fans of New Renaissance's films a chance to promote the company's work themselves. Look for more videos from New Renaissance Pictures online at YouTube or at www.newrenaissanceonline.com.

About New Renaissance Pictures

New Renaissance Pictures is the independent film production and distribution arm of the Sikora Media Group. Dedicated to creating and distributing both film and new media in creative and unique ways, New Renaissance Pictures is positioned at the center of the latest technological revolutions. Our goal is to move beyond the conventional or traditional, to find cutting-edge ways to use new technology for low-budget film production and effective mass media distribution. Learn more at www.newrenaissanceonline.com.

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