



SUNSET LANE
ENTERTAINMENT

FOR IMMEDIATE RELEASE

SUNSET LANE ENTERTAINMENT (SLE) CELEBRATES 2ND ANNIV OF BRIDGING GAP BETWEEN TRADITIONAL BROADCAST PRODUCTION AND DIGITAL CONTENT TECHNOLOGY ---- SLE Celebrates New Offices in NYC & Current Groundbreaking Productions, Including YouTube Play and BET's "Black Girls Rock!"----

NEW YORK (October 6, 2010) -- Sunset Lane Entertainment (SLE) and its Founder, EMMY®-nominated Executive Producer, Salli Frattini celebrate second anniversary of bridging the gap between traditional network broadcast and online digital content technology, it was announced today. **From launching the MTV Video Music Awards to becoming the first woman to ever Executive Produce an NFL Super Bowl Half Time Show, Frattini always has gravitated toward what youth culture and early adopters think is cool at any given moment.** Because of this pull and her depth of experience with live broadcasts, she found herself becoming the “translator” between traditional network production and online consumer technology. Two years ago SLE opened for business and hit the ground running as its **inaugural production was the first live streamed entertainment event on YouTube: the multiple-WEBBY® Award winning “YouTube Live!”**

Currently for YouTube, the world’s largest online video community, **Frattini is Executive Producing the opening event of YouTube Play**, a biennial of creative video presented in collaboration with **HP, Intel and The Solomon R. Guggenheim Museum**. YouTube Play was conceived to discover and showcase the most exceptional talent working in the ever-expanding realm of online video (www.youtube.com/play <<http://www.youtube.com/play>>). In February of this year, **Frattini Executive Produced the “BET: SOS Help for Haiti”** live, star-studded telethon in Miami and now **currently is Executive Producer** along with Beverly Bond and Constance Orlando **for the televised worldwide debut of BET’s “Black Girls Rock!,”** a 2-hour special airing November 7 and honoring Black women whose lives have enriched our culture. Also since opening its doors, **SLE has worked on the 13th and 14th Annual WEBBY® Awards** for which it produced The Webby Awards YouTube Channel. Frattini, too, is a **Consulting Producer on Theatre Within’s 30th Annual John Lennon Tribute** that takes place November 12 and benefits the Playing for Change Foundation. With this full slate of productions, **SLE also opened office space right in the heart of the City at 1697 Broadway, Suite 404, New York, NY.**

"It's exciting to be able to create and grow a specialized production company such as SLE, " said Frattini. "We are able to bridge an important and evolving gap between traditional broadcast production and digital content technology for our clients. We start by creating first time, original event concepts that bring with them a world of creative challenges; solving those challenges is what I'm passionate about and that's what motivates me. When the end-product is original with high production value, relevant and entertaining to the target audience, and accessible on multiple platforms, we know we've done our job, and that makes me very proud."



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CURRENT & UPCOMING PROJECTS

YOUTUBE PLAY: Frattini is Executive Producing the opening event of YouTube Play, a biennial of creative video presented in collaboration with HP, Intel and the Guggenheim Museum. It was conceived to discover and showcase the most exceptional artists working in the ever-expanding realm of online video. Since YouTube Play was announced on June 14, 2010, more than 23,000 videos have been submitted from around the world. The Shortlist of 125 videos was just announced on www.youtube.com/play, and the Top 20 Artists will be announced on YouTube on October 21, 2010. For more information, visit www.youtube.com/play <<http://www.youtube.com/play>> .

BLACK GIRLS ROCK-- TELEVISED WORLDWIDE DEBUT: On Saturday, October 16, 2010, BET Networks and Sunset Lane Entertainment will take over the historic Paradise Theatre in New York City for the star-studded affair honoring some of today's most exceptional Black women. Executive Produced by Salli Frattini along with Beverly Bond and Constance Orlando, "Black Girls Rock!" represents a select group of extraordinary individuals whose life-long contributions and accomplishments have enriched and advanced our culture. The 2-hour Network entertainment special will premier globally on BET, Sunday, November 7.

30TH ANNUAL JOHN LENNON TRIBUTE: Frattini is Consulting Producer on Theatre Within <<http://theatrewithin.org>> 's 30th Annual John Lennon Tribute, which will honor the memory of John Lennon and celebrate his music, his passion for peace and his love for New York City, on Friday, November 12th at 8pm at the Beacon Theatre. The concert, benefiting the Playing For Change Foundation <<http://www.playingforchange.org>> (PFCF), is a once-in-a-lifetime gathering of artists who will come together to celebrate the life, music and creative spirit of John Lennon. The all-star lineup of performers span nearly four generations, ranging from legendary music icons Jackson Browne, Patti Smith and Cyndi Lauper to acclaimed artists, Aimee Mann, Keb' Mo', Joan Osborne, Martin Sexton, Shelby Lynne, Taj Mahal, Meshell Ndegeocello, Alejandro Escovedo, the Playing For Change Band, The Kennedys, Vusi Mahlasela, Rich Pagano of the Fab Faux, YouTube sensation Chris Bliss, Wendy Osserman Dance and the Tribute's co-creator and MAD Magazine Senior Editor Joe Raiola.

PAST YEAR HIGHLIGHTS

YOUTUBE LIVE 2008: Frattini/SLE executive produced the first ever totally online, live entertainment event for YouTube at the end of 2008. YouTube LIVE reached approximately 1 million concurrent views and more than 40 million On Demand views, while community members from 48 countries visited YouTube Live. That history-making event recently earned the highest honors in the creative and technical communities, as well as with consumers, by winning three coveted WEBBY Awards. YouTube Live won three (3) Webby Awards including Best Event and People's Voice Best Event in the Web vertical, plus People's Voice in the Film and Video vertical. One of YouTube Live's sponsors Virgin America was recognized with an Honorable Mention in Marketing Integration.



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THE WEBBY AWARDS: SLE was tapped to produce the inaugural WEBBY Awards YouTube Channel, which launched immediately following the 13th Annual awards ceremony on June 8, 2009. SLE was asked again to produce the Webby Awards/ YouTube Channel for the 14th Annual ceremony this year. **BET'S SOS HELP FOR HAITI TELETHON:** On February 6, 2010, stars took over Miami for SOS Help For Haiti telethon. Hosted by Diddy, Pharrell and Queen Latifah, this two hour special brought out the who's who in the entertainment industry. Appearances and performances were made by Akon, Wyclef, Ludacris, Keri Hilson, The-Dream, Nas, Monica, Damien Marley and a flurry of others. Former president Bill Clinton flew all the way from Haiti at the last minute to give some words of encouragement as well.

SUNSET LANE ENTERTAINMENT Sunset Lane Entertainment (SLE) is a 21st Century broadcast and live event production company that strategically develops entertaining, unique and relevant content for sports & entertainment properties, media corporations, and philanthropic initiatives. Launched by EMMY®-Nominated Executive Producer Salli Frattini in 2008, SLE recently established its headquarters at 1697 Broadway, Suite 404, New York, NY.
SunsetLaneEntertainment.com <<http://www.SunsetLaneEntertainment.com>>

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