



BRIGHT STAGE MEDIA DEVELOPS UNPRECEDENTED BLU-RAY APPLICATIONS THAT INTEGRATE DYNAMIC CONTENT AND E-COMMERCE SOLUTIONS

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Los Angeles, CA. -- July 8, 2009 -- BRIGHT STAGE MEDIA, formed in 2009 by veteran home entertainment and technology executives Randy Malinoff, CEO of That's It! Media Group, LLC and Brian Johnson, CEO of B1 Media, Inc., has developed a seamless application for Blu-ray technology that provides the ultimate in-movie experience and allows consumers to "Connect, Share and Shop," including a revolutionary e-commerce application. The feature delivers an intelligent interactive and compelling opportunity for studios to engage consumers in a way that only Blu-ray disc technology can provide. Bright Stage's new e-commerce application debuts on a major studio Blu-ray release this August.

"Actively engaging consumers with a product online—to identify it, obtain information about it and buy it—is a potent way for content owners and advertisers to forge lasting relationships with consumers. From these relationships come enhanced brand awareness and loyalty. Enhanced brand awareness and loyalty translate into maximum long-term revenue streams for content owners and advertisers," stated Randy Malinoff, of Bright Stage Media.

Bright Stage Media's Version 2.0 boasts four application pods to deliver the maximum potential from Blu-ray connected discs by integrating dynamically generated content during the film. This allows consumers to customize their in-movie experience and choose from newly updated content from social networking sites such as Facebook and Twitter, entertainment news, filmographies and trivia.

"Allowing consumers to control what content they want to view while interacting with the disc or watching the feature is a great way to expand BD-Live. The potential to monetize the experiences are unlimited and studios can implement any one of these features to create new options for Blu-ray releases," said Brian Johnson of Bright Stage Media.

The new applications developed by Bright Stage Media allow the creators of Blu-ray content unlimited opportunities to maximize revenue while engaging the consumer. As a result, the consumer can enjoy the high-definition quality of Blu-ray and also choose to experience unprecedented social aspects of the "Connect, Share and Shop" technology and a vibrant online community via BD-live.

About Bright Stage Media –

Bright Stage Media, established in 2009 by the founders of B1 Media Inc. and That's It! Media Group LLC., provides state of the art interactive and immersive e-commerce shopping platform and viral applications for sharing of products viewed on Blu-ray discs. Integrated on the Blu-ray disc, Bright Stage Media offers a revolutionary opportunity for production companies, producers and studios to interact directly with consumers by allowing participants to discover products seen in the features they watch on Blu-ray Disc. Bright Stage Media enables the products and brands viewed to be shared via BD Live, including the ability to share information and participate in the burgeoning social networking universe. The founders of Bright Stage media have more than 25 years of combined experience in the entertainment industry, including film production, marketing, advertising and technology. Bright Stage Media is headquartered in Studio City, California. For further information, visit www.brightstagemedia.com.

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