

PRESS RELEASE



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ASSIMILATE Congratulates Filmworksfx, Hollywood DI, Offhollywood, and Cinemotion for Sundance 2009 Film Entries

SCRATCH Digital Workflow is Backbone of Post Production for 2009 Sundance Film Entries

Saratoga, CA, January 16, 2009 – At the 25th Sundance Film Festival in Park City, Utah (January 15 – 25), several films are on the roster for filmmakers whose post production companies used ASSIMILATE's SCRATCH® Digital Process Solution in their digital workflow, including a Grand Jury Nomination for feature film "Toe to Toe."

ASSIMILATE™ congratulates Filmworksfx (Santa Monica, CA), Hollywood DI (Hollywood, CA), Offhollywood (NYC), and Cinemotion (Sofia, Bulgaria) for the post production of film projects accepted by the Sundance Film Festival 2009, the premier showcase for independent American and international filmmakers.

International Short Films: "Omelette," by director Nadejda Koseva. While a woman makes an omelette, we learn how difficult it is to make ends meet.

Post Production: Cinemotion (Bulgaria), www.cinemotion.bg

Colorist: Todor G. Todorov

Spectrum: "The Vicious Kind," by director and screenwriter Lee Toland Krieger. In his second feature film, director Lee Krieger presents a redemption tale focused on Caleb Sinclair, a bitter construction worker whose life is turned upside down one Thanksgiving weekend.

Post Production: Hollywood DI, www.hollywooddi.com

Colorist: Aaron Peak

Sundance 2009 World Premieres:

Feature Film, Comedy: "Manure," directed by Michael Polish, and starring Billy Bob Thornton and Tea Leoni. When the genius behind Rose's Manure Company dies, the livelihood of its loyal fleet of salesmen threatens to go into the toilet. Enter the estranged

daughter, who takes control. Unsure that she has a nose for the family business, she is determined to turn foul into profit.

Feature Film, Nominated for the Grand Jury Prize: “Toe To Toe,” by director and screenwriter Emily Abt. The film tells the story of an inter-racial friendship put to the test by the intense pressures of a competitive Washington, D.C. prep school.

Post Production: Offhollywood, www.offhollywoodpictures.com. See and learn more about their film projects behind the scenes at www.offhollywoodbuzz.com

Colorist: Robbie Renfrow

Feature Film, Park City at Midnight: “Mystery Team,” directed by Dan Eckman. The comedy film is about a group of kid detectives called The Mystery Team, who struggle to solve a double murder to prove they can be real detectives before they graduate from high school.

Post Production: Offhollywood, www.offhollywoodpictures.com. See and learn more about their film projects behind the scenes at www.offhollywoodbuzz.com

Colorist: Robbie Renfrow

Note: Footage for both films, “Toe to Toe” and “Mystery Team,” was shot with the industry’s state-of-art RED ONE™ Digital 4K Camera. Offhollywood used ASSIMILATE’s SCRATCH-RED 4K Digital Workflow™ as the data pipeline, including conform, color grading, reviews/edits, playback, and final finishing.

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About ASSIMILATE

ASSIMILATE™ is transforming post production of visually complex imagery projects with its **SCRATCH®** Digital Process Solution, the essential mix for a real-time, resolution-independent data pipeline. Along with data management, the SCRATCH software features a rich set of DI and post tools for working in any combination of HD, SD, film (2K, 4K), RED ONE 4K, and stereoscopic 3D. ASSIMILATE is committed to empowering the broad spectrum of creative and post professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH and to access user case studies, see www.assimilateinc.com