



NEWS RELEASE

VIVENDI VISUAL ENTERTAINMENT PARTNERS WITH BLOWTORCH ENTERTAINMENT FOR DISTRIBUTION PACT

LOS ANGELES, California, November 16, 2007 – Vivendi Visual Entertainment (V V E) has entered into a multi-year distribution agreement with newly formed entertainment company, Blowtorch Entertainment to distribute 3-6 films per year. The announcement was made today by Tom O'Malley, General Manager, V V E and Kelly Rodriques, CEO of Blowtorch Entertainment.

Blowtorch recently announced their launch with over \$50 million in funding to create a media company for young adults across every channel with which they interact, including film, television, DVD, mobile, digital and the internet. The company plans to reach out to the youth market through online efforts, in theaters, at events and on mobile devices. Through their website, Blowtorch.com, they plan to build an online community replete with content from their feature films as well as short-form films made specifically for the site. Blowtorch Entertainment will theatrically release their films for the next three years through a variety of theater owners with a focus on young adult heavy weekend evening showings in major markets and college towns across the US.

“Blowtorch has the potential to set a new standard for engaging and connecting young adults around a single brand and we're looking forward to helping the company expand its presence across our network of distribution channels,” said O'Malley.

“We're excited to partner with an innovator like Vivendi Visual Entertainment, whose broad, diverse distribution network is in sync with our young adult audience,” added Rodriques. “With offerings spanning DVD, web, TV and mobile, Blowtorch aims to be one of V V E's largest and most integrated partners as we bring our content to market.”

Yolanda Macias, Vice President of Acquisitions, V V E added, “The agreement with Blowtorch further expands V V E's product offering to home entertainment retailers. Blowtorch's films complement our existing portfolio of young adult oriented comedy entertainment and their innovative approach may well redefine this market.”

The company's first feature film release will be "You Are Here" and will debut in theaters in spring 2008. The movie is produced by veteran filmmaker Paul Schiff, directed by Henry Pincus, and features an ensemble cast including Bijou Phillips, Danny Masterson and Patrick Fleuger. "You Are Here" involves a group of twenty-something, nightclub-going friends, who wake up after a wild night at the hottest club in town to find their lives in chaos. Told from the characters' different perspectives, "You Are Here" is a look at what it's like to be young and free, in love or lust, in Los Angeles.

About Vivendi Visual Entertainment

Vivendi Visual Entertainment (V V E), a division of Universal Music Group Distribution (UMGD), has become a leading force in home entertainment and a favorite choice among independent producers of films and top independent studios. The company's goal is to provide the highest quality of marketing, sales and distribution services. V V E's select product line features family, comedy, foreign, Latin, urban, fitness and theatrical releases. Studio partners include Bauer Martinez Distribution, Bodywisdom Media, Codeblack, Event Films, First Independent Pictures, Melee Entertainment, Palm Pictures, Radio London Films, Razor & Tie, Rising Entertainment, RuffNation Films, Salient Media, Shout! Factory and Xenon Pictures. V V E benefits from UMGD's award winning team and customer-centric culture. UMGD's recent awards include American Business Awards, three consecutive NARM awards for Distribution Company of the Year and numerous retail awards. V V E's website can be found at www.vivendivisualentertainment.com.

About Blowtorch Entertainment

Blowtorch is a media company focused on entertaining, engaging and connecting young adults through truthful, edgy, audience-influenced content. Blowtorch goes where the audience goes –online, in theaters, at events or on mobile devices. Unlike pure user-generated media, Blowtorch has an editorial vision that balances professional-grade production with user participation to create a consistently engaging experience. The Blowtorch experience includes full-length films, professional-grade shorts, an online community, mobile offerings, and live events. Founded in 2007, Blowtorch has assembled a diverse team of executives from the entertainment, marketing and technology industries with deep expertise creating media for young adults. For more information, go to www.blowtorch.com.

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