

PRESS RELEASE**January 24, 2005****Hollywood, CA****Act One, Inc. Launches Hollywood Entertainment Internship & Executive Leadership Program**

Act One, a faith-based organization that has successfully trained a new generation of Hollywood screenwriters, now pioneers an executive leadership program in which each candidate will receive a coveted Hollywood entertainment internship.

Act One, Inc. (www.ActOneProgram.com), a non-profit, faith-based organization which has trained and mentored screenwriters through its Writing for Hollywood program since 1999, today announces the launch of the Act One | Executive Program. The program focuses on developing executive leadership, and provides an entertainment internship for each accepted candidate.

This unique, groundbreaking summer program will introduce a different kind of leadership model in Hollywood. The Act One | Executive Program will recruit, train and mentor a diverse mix of high achievers from the nation's top business schools, top law schools and top film schools—proven leaders who are passionate about their faith and about entertainment, and whose creative and business skills make them ideal candidates for the Hollywood entertainment industry.

The Program's ultimate goal is to raise up a new generation of executives who will foster socially responsible content that not only entertains but also edifies and inspires, without violating the sensitivities of the mainstream audience.

“There is a real need for people with Judeo-Christian values to get involved in the arts and entertainment,” says Barbara Nicolosi, Executive Director of Act One, Inc. “We’re seeing an encouraging number of faith-based television and movie directors, producers and screenwriters achieving prominence, but very few like-minded executives, agents and attorneys, especially in key decision-making positions.”

“The success of Mel Gibson’s “The Passion of the Christ” and television shows like CBS’s “Joan of Arcadia” has caused Hollywood to sit up and take notice,” says Todd Coleman, who was hired last September as Director of the Executive Program. “Hollywood is fantastic at creating entertainment for a global audience, but it doesn’t always understand the more traditional audience—those with traditional values. As a result, a lot of money is being left on the table.

“The Executive Program will provide Hollywood with a pool of talented executives who not only understand this market and bring a high standard of excellence and integrity to it, but who can also tap into its profit potential,” says Coleman. “It’s a win-win situation. The audience gets more of the kinds of television shows and movies they’re clamoring for, and Hollywood reclaims a lost audience and increases its bottom line.”

About the Executive Program

The Summer 2005 Executive Program will run from June 8 – August 24 in Los Angeles, California, and includes a practical, executive MBA program-style curriculum taught by industry veterans from all major sectors of the film and television business. The curriculum includes with high-level executive speakers and mentors, personal and spiritual mentoring, practical studies, and skills training in story development, finance/budgeting, leadership/ management and ethics. The new 12-week summer program also includes full-time entertainment internships at leading Hollywood studios, talent agencies, production companies or law firms for each of the 15 candidates selected annually.

The combination of a full-time entertainment business internship and a demanding after-hours curriculum creates a “boot camp” experience that will prepare candidates for the rhythms and rigors of the entertainment business. Like Act One’s Writing for Hollywood program, the Executive Program is taught by working professionals in Hollywood, including former network executives and high-level television and movie agents, attorneys, executives, and financiers.

Applications must be received by April 1, 2005. To download an application or for more information, please visit www.ActOneProgram.com/EP or contact Rob Kirbyson at Act One via telephone at (323) 462-1324.

About Act One

Founded in 1999, Act One, Inc. is an independent Christian non-profit organization based in Hollywood, California. Its mission is to provide comprehensive training and mentorship to talented believers, in order to form the next generation of faith-based artists and professionals in Hollywood. Emphasizing the four core values of Artistry, Professionalism, Substance and the active pursuit of a spiritual life, Act One prepares individuals to be ambassadors for Christ in the heart of Hollywood, the most influential cultural center in the world. For more information, please visit the Act One website at www.ActOneProgram.com.