



mini movie channel
Luxembourg – Moscow – Paris – Beverly Hills

FOR IMMEDIATE RELEASE:

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**MINI MOVIE CHANNEL™ BRINGS STUDIO-QUALITY
SHORT FILM CONTENT TO AUDIENCES WORLDWIDE**

***Mini Movie Channel™, A Multi Platform Brand, Launches Its New Service
That Allows Viewers To Watch Globally Acquired High Production Value
Short Films And Original Comedy Programming at
www.Minimovie.com***

***Mini Movie Channel Will Celebrate Its Official Internet Launch With A Gala Event During The
2008 Festival De Cannes***

**The Website Will Premiere “Putin On The Ritz,” A Film Short That Features An Innovative New
Technology Which Allows Viewers To See Famous People Doing The Most Unbelievable Things!!**

(Los Angeles – May 20, 2008) Mini Movie International Channel, a multi-platform new media company, launches its English language destination website at www.Minimovie.com today. Mini Movie Channel streams high production value short films and offers interaction with film fans and filmmakers worldwide. The site presents a wide selection of works and instant exposure for brilliant and noteworthy independent shorts. MiniMovie offers a vehicle for budding filmmakers to gain broad visibility, and the company is developing a slate of sensational originals by Famous Face Productions (FFP) that satirize today’s biggest stars.

MiniMovie fulfills acclaimed Russian film/television producer (REN-film/REN-TV) and media magnate **Dmitry Lesnevsky’s** vision of an immersive cinematic experience with an ironic attitude. Lesnevsky’s award-winning feature films include “The Return” (2 Golden Lions/Venice Film Festival) and “The Banishment” (Best Actor/Festival de Cannes).

MiniMovie is predicated on the philosophy of connecting filmmakers of substance with a wider audience, creating a community in which quality short movies are shared among viewers, eventually reaching to TV and mobile platforms. MiniMovie’s films take advantage of today’s challenges: short attention spans, online storage/bandwidth limits, and the difficulties inherent in finding a good laugh.

MiniMovie.com will feature hundreds of professionally produced short comedy films and videos, supported by advertising in an easy-to-use interface. MiniMovie will also introduce dozens of eye-

catching original productions per year, and continue to actively license content from top filmmakers around the globe.

Today, Mr. Lesnevsky unveils exclusive short comedies featuring a proprietary digital effects technology that offers humorous twists on the celebrities and politicians we have all come to know and loathe. **Star Imitation Systems (SIS)**, makes its debut today with two short productions (including “**Putin on the Ritz**”) that present MiniMovie’s philosophic and comedic take on cinema, celebrity, and the media.

In addition to Famous Face Productions, www.Minimovie.com features a vast international library of licensed programming, comprised of live-action and animated shorts. The content has been chosen not only for its high production value but for its storytelling and cinematic innovation. Today’s launch offers the first step towards a global short film network, combining the international library with content localized for each country, commencing with the U.S. market. Mini Movie Channel will extend its brand with launches in France (minimovie.fr), Germany (minimovie.de) and Russia (minimovie.ru) this summer.

Mini Movie Channel is a subsidiary of Mini Movie International Channel, which is headquartered in Luxembourg, with offices in Paris, Moscow, and Beverly Hills. Mini Movie Channel will combine all possible methods of content delivery to create its own global audience from traditional television, to IPTV to mobile TV and beyond. Mini Movie Channel is also actively seeking branded entertainment opportunities with global brand advertisers wishing to connect with its desirable demographics.

For Further Information, Please Contact:

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