



**STEP INSIDE AUDITIONBOOTH.COM AND BE DISCOVERED –
AUDITION SITE LAUNCHES TO OFFER ASPIRING TALENT BREAKTHROUGH
OPPORTUNITIES**

***Co-Founder and Partner Paula Abdul Introduces Interactive Video Service Connecting
Talent Directly to Casting Decision Makers***

TV, Web Series and Advertising Opportunities Available on AuditionBooth.com

NEW YORK, NY – November 22, 2010 – AuditionBooth LLC., the revolutionary online talent discovery destination, today launches AuditionBooth.com in public beta. Beginning today, a full spectrum of aspiring talent beyond New York and Los Angeles can audition and directly reach casting directors, agents and managers for high-profile television shows, Web series and advertising campaigns. Opportunities rolling out near launch include auditions for top production company, Reveille, clothing store, Dots, television network, Telemundo, cinema advertiser, Screenvision and street comedy team, Bag of Misfits.

As partner, board member and creative force, multi-talented icon Paula Abdul teamed up with AuditionBooth President Frank E. Celli and Infusion Development CEO Greg Brill to create this transformative talent discovery site. A groundbreaking choreographer, dancer, cheerleader, songwriter, performer, television personality and businesswoman, Paula brings decades of entertainment industry expertise to the site and aims to connect a wide variety of talented individuals to breakthrough opportunities.

“We have worked incredibly hard to create and combine innovative technologies with a much needed entertainment business application, designed for its users to discover and be discovered,” says Paula Abdul, AuditionBooth co-founder. “I’ve spent so much time throughout my career nurturing great talent, some of whom have realized their dreams and some of whom haven’t been as lucky. The fact is though, that in some cases the only difference has been opportunity – that is what AuditionBooth is about – the opportunity.”

AuditionBooth’s technology partner Infusion Development created a robust technology that allows for a truly interactive audition process using “The Booth,” a video capture tool customized for the casting industry. For each opportunity, content partners develop an interactive video audition including requirements and criteria that will be searched, sorted, shared and screened. Casting decision makers can then access these videos and submissions

using the site's targeted "Pivot" search engine to find the perfect fit for their show or opportunity.

"We created AuditionBooth with diverse audiences and top casting agents in mind," says Frank E. Celli, AuditionBooth chairman and president. "Our proprietary technology that connects unique individuals to industry professionals is as important as the casting relationships we bring to the table, and we're eager to say you'll be seeing AuditionBooth members on screens very soon."

AuditionBooth is a game changer for:

- **Aspiring Talent:** For those who lack the means to hire agents, managers or coaches, AuditionBooth provides a valuable platform to connect with top decision makers and potential fans.
- **Casting Professionals and Producers:** AuditionBooth delivers an unprecedented management tool that streamlines talent searches through a comprehensive workflow and database providing instant access to undiscovered talent.
- **Entertainment and Brand Executives:** AuditionBooth revolutionizes the discovery process by providing talent seekers an invaluable platform to broaden their brand's scope and engage consumers.

AuditionBooth expects steady growth after launch with \$4 million raised in seed round by angel investors and another \$2 million available for future use. The company estimates they will see a positive cash flow by December 2011 and projects approximately \$172M in revenue by their seventh year in business. Chicago-based Livingstone Partners is engaged as the investment bank for outreach on subsequent funding rounds.

For more information on AuditionBooth, visit <http://www.auditionbooth.com>.

About AuditionBooth

AuditionBooth is the revolutionary online talent discovery destination that connects exceptional individuals with opportunities to realize their aspirations. The company transforms the traditional discovery process by supporting and inspiring individuals within an interactive entertainment community. AuditionBooth is headquartered in New York City. For more information please visit <http://www.auditionbooth.com>.

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