



SUNSET LANE ENTERTAINMENT (SLE) BRINGS LIVE BROADCAST PRODUCTION & DIGITAL CONTENT DEVELOPMENT TO REALITY SHOW HITS, AWARDS SHOWS, NETWORK SPECIALS AND MORE

--Company Announces WME Entertainment Representation for SLE Production & Development--

SEPTEMBER 17, 2015 (NEW YORK, NY) Today, Sunset Lane Entertainment (SLE) unveils 2015 showcase of live television Broadcast Entertainment, Events and Digital Content production expertise <https://vimeo.com/138779927> and announces WME Entertainment representation of SLE's production & development specialties. SLE live productions include reality hits such as VH1's social media powerhouse "Love & Hip Hop LIVE: The Wedding" with Eastern TV; network and online specials, including the inaugural CollegeHumor's Comedy Music Hall of Fame for IFC and CollegeHumor.com, Amazon Prime's Comic-Con live streaming broadcast of sneak peek and Q&A for "The Man in the High Castle" on EW.com, and sports content production for AI Roker Entertainment's upcoming "Triumph Games" for NBC Sports. Continuing its long-standing relationship with YouTube/Google (YouTube Live, YouTube Play, YouTube Music Awards), SLE produced the first YouTube Creator Summit this summer. SLE is headed by Founder/Executive Producer Salli Frattini, and Executive Producers Carol Eng and Felicia Sugarman.

Sugarman produced high-caliber storytelling and animation production values with short film "Zusha!," commissioned by Georgetown University (GUI2DE). SLE Development's slate includes upcoming pilot special "Millionaire Chess," a sports competition series and reality show "Cirque Du Gras," as well as other projects to be announced.

"We're seeing a growing industry trend of more programmers understanding how powerful a live broadcast component can be for ratings, social media buzz and consumer engagement, and marketing partnerships," said Frattini. "Whether it's live broadcast of awards shows, network specials, digital entertainment content or even reality TV now, the challenge is two-fold: develop a creative and entertaining concept AND execute a flawless live broadcast experience for everyone – and that's SLE's specialty. WME recognized that and will be focusing on cultivating more strategic partnerships, creative platforms and development deals that play into all of SLE's capabilities."

VH1's "Love & Hip Hop LIVE: The Wedding"

For three years, fans of VH1's "Love & Hip Hop New York" followed the highs and lows of Yandy and Mendeecce's relationship. And the payoff was not only worth the wait, but it was LIVE! Carol Eng exec produced "Love & Hip Hop LIVE: The Wedding" with Eastern TV which included Fans choosing the dress Yandy would wear on her big day, and social media was on fire as the live special was #1 Most Social Show on ALL TV (network and cable, Excluding NBA game) and #LHHLWedding #1 trending on Twitter.

"CollegeHumor Comedy Music Hall of Fame" on IFC

With CollegeHumor.com and cable network IFC, the CollegeHumor's Comedy Music Hall of Fame was an hour-long special and series of shorts that honored comedy music. Frattini exec produced the dual partnership and this first-time special.



“Amazon Prime’s Comic-Con Sneak Peek”

Produced Live Q&A and live stream on EW.com for Amazon Prime’s drama series “The Man in the High Castle.” SLE directed the hosted intro with series writer/producer Frank Spotnitz & Entertainment Weekly journalist Darren Franich, as well as a Q&A with key cast members.

“YouTube Creator Summit”

SLE has a long-standing relationship with YouTube/Google and produced this year’s inaugural Creator Summit where the top 100 YouTube Creators were invited to New York and event coincided with YouTube’s Brandcast this past June.

ZUSHA! (Speak out/Protest)

SLE’s Felycia Sugarman produced high-caliber storytelling and animation production values for a cause, in partnership with Jesse Raiford: A short film produced to spread the word about a highly effective road safety program in Kenya that saves lives. Commissioned by The Georgetown University Initiative on Innovation, Development and Evaluation, and funded via a USAID grant, the film will be part of the outreach in East Africa and ultimately, around the globe. <http://zusharoadsafety.org>

“The Triumph Games”

Working with AI Roker Entertainment, SLE’s Carol Eng & Felycia Sugarman produced a series of digital shorts promoting “The Triumph Games,” a new sports event for US veteran athletes who overcome serious injuries to continue their athletic careers and prove they truly are made of ‘the right stuff.’

“Millionaire Chess”

A premiere open chess tournament in Las Vegas this October from which SLE is creating short-form pilot programming.

About Sunset Lane Entertainment

Executive Producer Salli Frattini, former SVP/Executive in Charge of Production for Music Specials and Events at MTV, launched Sunset Lane Entertainment (SLE) in 2008 with the production of the first-ever YouTube Live Awards. Frattini took an unmatched track record of producing iconic and groundbreaking live entertainment broadcast events and organically parlayed that into becoming the bridge between traditional broadcast production and digital platforms. SLE is a leader in youth culture-oriented programs and cutting-edge technology. The company continues to grow its development slate, with Frattini and veteran broadcast network executives Carol Eng and Felycia Sugarman. The portfolio includes exceptional scripted and unscripted series, as well as sports and entertainment events and properties. Headquartered in New York, NY, visit <http://www.sunsetlaneentertainment.com> for more information.