



**AWARD-WINNING SUNSET LANE ENTERTAINMENT ANNOUNCES EVOLUTION OF  
'EXECUTIVE PRODUCER 2.0,' ITS NEW DEVELOPMENT PARTNERSHIP, AND ITS  
IMPRESSIVE SLATE OF 2012 PROJECTS**

**Founder/Executive Producer Salli Frattini Utilizes Network of Production Experts to  
Meet Demand for Producing More and More Multi-branded, Multi-platform  
Broadcast & Live Event Projects & Series**

**(NEW YORK) November 27, 2012** -- Since opening its doors in 2008, Sunset Lane Entertainment (SLE) has developed an impressive annual roster of national and global clients and multi-branded, multi-platform events ([www.sunsetlaneentertainment.com](http://www.sunsetlaneentertainment.com)). Today, **SLE Founder Executive Producer Salli Frattini announced the completion of three unique network specials – The Style Awards** for the Style Network, the **3<sup>rd</sup> Annual BET Black Girls Rock Awards Show**, and as Music Consultant for **The Dew Tour** on NBC Sports and All Sports. Frattini said the company continues to grow its development slate, and **recently she created a development partnership with veteran broadcast network exec Felycia Sugarman**. The portfolio includes exceptional scripted and unscripted series, as well as sports and entertainment events and properties. As the demand for SLE services evolves, the company's promise to its clients to offer the most seasoned experts has not wavered. **To keep up with the client demand, SLE has forged an incredible network of production experts that it taps whenever their expertise is needed.** This approach is the most efficient way clients can get a team of top talent. **Along with the evolution of Frattini's role, which she coined "Executive Producer 2.0," SLE is becoming the production partner of choice for forward thinking brand marketers.**

*"Smart brands want to create target-specific moments-in-time, properties or franchises that consumers interact with and that have global reach and appeal. As we're asked more and more to create, develop, coordinate, consult on and produce multi-branded, multi-platform Broadcast and Live event properties, we simply tap our network of production experts to meet the demand," said Frattini. "Brands are joining forces with other like-minded and complimentary organizations and products today to develop new cornerstone events and programs. The key to success is having someone who can leverage all of the relevant offerings of each partner and produce a cohesive, rich, unique entertaining experience for the target audience that is mutually beneficial for all parties involved: we call that role Executive Producer 2.0."*

A recent example of this multi-branded approach, use of the SLE network of experts and EP 2.0 is SLE's work with The Style Network. SLE was hired by The Style Network to executive produced and collaborate with IMG Fashion Week and PMC, the event production company. SLE post-produced a 1-hour TV special, original digital shorts, red carpet and the behind-the-scenes for [mystyle.com](http://mystyle.com). Nancy McDonald, part of the SLE network of experts, was the producer.

(more)

### **Projects in Development**

Projects in development include partnerships with Bollywood Actress and MTV Asia celebrity Shenaz Treasury that are culturally shocking, as well as scripted dramas with partner Felycia Sugarman, a unique award show with partner and Emmy-winning Producer/Director John Gonzalez and co-Executive Producer Jane Mun. SLE continues to develop original digital properties for various YouTube Channels and art form & entertainment projects.

### **Recent & Upcoming Projects**

The past year, Frattini has executive produced the popular Annual Black Girls Rock event on BET, which Frattini has worked since its debut. Frattini also has been tapped by All Sports and NBC Sports Network as the Music and Lifestyle production consultant for its wildly popular DewTour – taking place this year in Ocean City, MD, San Francisco, CA and Breckenridge, CO. SLE has also produced The Style Awards for Style Network and PMC, Nick Kids Choice Awards "Live from the Orange Carpet" Special, live stream and live broadcast, global concert for MTV Iggy Best New Band Contest, and Frattini also worked on the Robin Hood Foundation Gala with Alex Coletti Productions and DPS.

### **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 consumer technology. Now Frattini's role has evolved into Executive Producer 2.0 and SLE has become known for creating, developing, consulting on and producing multi-branded, multi-platform broadcast and live events and series for entertainment and sports properties, consumer brands, media corporations and music-related organizations. SLE is headquartered at 119 W 57th St., Penthouse North, New York, NY 10019 [Info@SunsetLaneEntertainment.com](mailto:Info@SunsetLaneEntertainment.com).

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