



SUNSET LANE
ENTERTAINMENT

FOR IMMEDIATE RELEASE

**SALLI FRATTINI OFFICIALLY LAUNCHES
BROADCAST AND LIVE EVENT PRODUCTION COMPANY--
*SUNSET LANE ENTERTAINMENT (SLE)***

-- SLE Celebrates Team's First Kudos with Multiple WEBBY Awards --

NEW YORK (June 18, 2009) – Emmy®-nominated Executive Producer Salli Frattini, one of the preeminent experts in transforming traditional network broadcasts into integrated digital media platforms, officially launches Sunset Lane Entertainment (SLE), it was announced today. Sunset Lane Entertainment is a 21st Century broadcast and live event production company that strategically develops unique and relevant content for entertainment and sports properties, consumer brands, media corporations and music-related organizations.

Whether it was producing the Video Music Awards or the Movie Awards at MTV or Super Bowl Half-Time shows for the NFL, Frattini approaches her productions as creating “viewer content” and not just “TV programming.” It is because of this approach that she and SLE were tapped to conceptualize and executive produce the first ever totally online, live entertainment event for YouTube at the end of last year. YouTube LIVE reached approximately 1 million concurrent views and more than 40 million On Demand views, while community members from 48 countries visited YouTube Live. That history-making event recently earned the highest honors in the creative and technical communities, as well as with consumers, by winning three coveted WEBBY Awards.

“I am very happy to officially launch Sunset Lane Entertainment, especially during such an exciting and relatively undefined time for creators of interesting and compelling content, whether that be on- or offline,” said Frattini. “At the end of the day, our goal is to figure out how to integrate what consumers and organizations want from each other, so SLE is going to make this a fun, entertaining, visually great and interactive win-win for everyone.”

WEBBYS

YouTube Live won three (3) Webby Awards including Best Event and People's Voice Best Event in the Web vertical, plus People's Voice in the Film and Video vertical. YouTube Live's house VJ, Mike Relm, received an Honorable Mention and performed at the Webby Awards June 8 in New York. One of YouTube Live's sponsors, Virgin America was also recognized with an Honorable Mention in Marketing Integration.

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Credits: Executive Producer, Salli Frattini; Supervising Producer: Matthew Mills; Producer/Director: John Gonzales; Technical Supervision: Steve Kaufman; Production Design, Anton Goss and Consortium Studios; Event Director, Kathy Flynn; Coordinating Producer, Amanda McPhillips; Digital Project Manager, Noel Morrison; Line Producer, Jay Sinrod; Production Manager, Ethrina Reyes and Production Coordinator, Brittany Frattini Cox.

After the WEBBY winners were announced earlier this year, SLE was tapped to produce the inaugural WEBBY Awards YouTube Channel, which launched immediately following the awards ceremony held on June 8, 2009.

HISTORY

When Frattini first started at MTV as a production manager/producer, the entire industry was in transition thanks to cable programming and the remote control.

And today we're facing another seismic shift in television content and viewership lifestyles/habits. With the evolution of the 24/7 online news/information cycle, there is no need to actually turn on a TV because consumers can get news in a click of the mouse. MySpace, YouTube, Facebook are just some of the platforms that either are products of this consumer demand or have helped to create it.

With her strategic creativity, insatiable curiosity, attention to detail within the bigger picture, and her golden touch with assembling motivated, empowered teams, it is easy to see why Frattini has been successful.

She has guided the evolution of everything from long-lasting, enduring annual iconic pop culture events, such as the MTV Video Music Awards and Movie Awards, as well as the launch of the first live broadcasting studio to ever have a Times Square address – the iconic MTV Studios at 1515 Broadway.

In addition, she made history as the first female Executive Producer to ever oversee the production of an NFL Super Bowl Half-Time Show...twice.

CAREER

Prior to SLE, Frattini was the Senior Vice President/Executive in Charge of Production for MTV: MUSIC TELEVISION from 1988 – June 2007.

She was responsible for the overall production business operations for MTV Networks. She also served as the Executive Producer for MTV's key events – Video Music Awards from 1994 – 2006; MTV Movie Awards 1993 – 2007; MTV LIVE 8; ReAct Now; MTV Music Relief special; USO for the Troops Special post 9/11; MTV's Sports and Music Festival, and various other music specials and events. In addition to her duties as Executive in Charge, Frattini oversaw various synergistic and new opportunities with business partners. Other major projects included the MTV-produced half-time special for CBS/NFL's Super Bowl XXXV, which was the first time a female executive had ever produced a Super Bowl half time show; MTV Presents: Xbox Revealed, which gave viewers an exclusive sneak peak at the Xbox 360.

Frattini was instrumental in bringing the first ever video game tournament to MTV, featuring professional Gamers as part of GameORZ Week. The tournament reached more than 32 million viewers through 60 hours of programming that aired on MTV's various on-air and online platforms. She also played a major role in the launches of MTV's new college channel, MTVU, and the Tribeca Film Festival Concert.

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Prior to this position, Frattini was Vice President/Executive in Charge of Production at MTV where she oversaw the logistics, facilities and budgets for all production efforts for the network. This included continuing series and specials such as "Spring Break," "Rock n' Jock," and "MTV Unplugged." In addition she was the liaison for the network with venue and local government officials with regard to major events, including the MTV Video Music Awards and the MTV Movie Awards.

In addition, Frattini worked for NBC Olympics in 1988 in Seoul, Korea, and in 1992 in Barcelona, Spain, as the Broadcast Manager for Opening & Closing Ceremonies, and Track and Field. As an athlete herself, her love of sports has led her to also specialize in youth-orientated sports programming.

In her early years in NYC, Frattini worked for Zink Communications, a corporate communications firm as Supervising Producer, and she was a Field Producer at "Entertainment Tonight."

Salli Frattini and Rob Hess reside in Wilton, Connecticut, and have three children. She holds a Bachelor of Science in Speech Communication from Northeastern University.

SLE is a 21st Century broadcast and live event production company that strategically develops unique and relevant content for entertainment and sports properties, consumer brands, media corporations and music-related organizations. For more information and updates, visit www.SunsetLaneEntertainment.com.

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