



News Release

BABELGUM PARTNERS WITH WBP LABS, A DIVISION OF THE WORKBOOK PROJECT, TO PRESENT THE ORIGINAL WEEKLY 3 MINUTE MADE-FOR-MOBILE VIDEO SERIES, “RADAR”

*The series captures a unique insider’s view into the cutting edge of storytelling
and creativity, and the attendant tools, tech, models and community*

<http://tr.im/watchradar>

NEW YORK / LONDON (March 25th, 2009) – Independent Web TV service Babelgum announced today that it has acquired the worldwide exclusive Internet and mobile rights to the weekly video series, RADAR, from WBP LABS, the experimental lab division of the Workbook Project (WBP). The deal was negotiated by Karol Martesko-Fenster General Manager & Publisher – Film Division on behalf of Babelgum, along with Lance Weiler the co-founder of WBP LABS.

RADAR is a series of 3 minute episodes that highlight innovative projects and events across different creative disciplines, hangs with creators and founders, and digs deep into process, method and participation. From what it is means to ideate on the fly with musical improv duo *I Eat Pandas*, to the curation of confessional storytelling in *Cassette From My Ex* and the importance of community in the *Next- Door Neighbor* all-star webcomix project, RADAR provides a cultural compass for audiences, in order to both inform and inspire.

Karol Martesko-Fenster, stated: “We are thrilled about our partnership with WBP LABS and the Workbook Project. The series is stylish with high production values. Essentially they are mini docs that get to the heart of the subject matter, shot with a commercial and music video mentality by award winning filmmakers from the WBP network. Babelgum’s exclusive premiere of RADAR reaffirms our mission to be the leading online and mobile destination for cutting-edge storytellers.”

WBP LABS utilizes the WBP community by providing the experiences, content and delivery the network strives for, and pulling talent from its pool to make it happen. WBP LABS also has a strong focus on research, data collection and analysis that surrounds these original projects, monitoring audience reaction in order to further inform highly relevant breakthrough work, and return the information to the community itself.

Lance Weiler on behalf of WBP LABS said, “The chance to highlight the process of those who are innovating and pushing the boundaries of creativity was a natural fit for the Workbook Project and WBP LABS. My colleagues and I are very pleased that RADAR will premiere on Babelgum, a company attuned to the challenges of our digital future. We look forward to working with them to distribute the series via their mobile and Internet services.”

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About Babelgum

A free-to-use integrated mobile and Internet TV service, Babelgum combines the full-screen video quality of traditional television with the interactive capabilities of the Internet, and offers innovative professionally produced programming on-demand to a global audience. Babelgum recently launched an original mobile application in the United States, UK and Italy, that brings regionally tailored programming to smart phones – at present iPhone 3G, iPod Touch, Nokia (N96, N95 and 6210) and G-Phones (1 and 2) – via 3G and WiFi.

Babelgum's editorial focus is on music, comedy, film, urban culture, nature and the environment. The company has set up two online contests to nurture independent film and music talent: the Babelgum Online Film Festival, chaired by Spike Lee (now in its second year) and the Babelgum Music Video Awards, judged by acclaimed director Michel Gondry. Babelgum also launched a Digital Studio initiative producing new, exclusive and original content. Two productions have already been completed: *Downstream*, focusing on the controversy over the development of the oil sands of Alberta, Canada, and *Extinction Sucks*, a wildlife series on the subject of conservation and protection, with the active involvement of WWF.

Babelgum's content partners include, amongst others, EMI, Sony BMG, the Associated Press, PBS, BBC, VBS, Lonely Planet, National Geographic, Shine Limited, Cinetic Rights Management, Content Republic, IndieFlix, Gong Anime, The Workbook Project, Cinelan, IMG and Off the Fence, as well as the Seattle, Encounters, Rushes, From Here To Awesome and Renderyard Film festivals. Babelgum is an independent and privately held company with offices in the United States, UK, Ireland, France and Italy.

www.babelgum.com

About Workbook Project

The Workbook Project (WBP) is for those who want to be creative in the digital age. The WBP, through its website, R&D projects such as festival *From Here to Awesome* and roving conference *DIY Days*, provides insight into the process of funding, creating, distributing and sustaining as a creator of media (film, games, music, design, software). Focused on innovation, new trends, cutting edge projects and an open approach to a once closed industry. The WBP offers a breath of fresh air by removing the competitive trappings of the media industry and replacing them with a collaborative and open system that shares resources, networking, information and knowledge.

What sets WBP apart is the fact that people who are actually creating; "People That Do," power it. The core of the WBP is made up of an evolving collection of innovators who make their process transparent. By capturing experiences from the frontlines of this new emerging convergent media industry the WBP finds itself at the forefront of an exploding global DIY movement. A movement where film, gaming, music design, and software collide to form experiences that reach and engage global audiences across multiple screens, devices and platforms.

WBP LABS is an experiment lab - agency meets think-tank meets project producer - co-founded by Lance Weiler and Alex Johnson. Lance has been recognized for his innovation - named "one of the 25 people changing the face of entertainment" by Wired Magazine and "one of the 18 people who changed Hollywood" by Business Week. Alex Johnson headed up interactive initiatives at filmmaker Sally Potter's Adventure Pictures in the UK and has worked as an Experience Strategist at advertising agency Deep Focus in the U.S.

www.workbookproject.com

<http://radar.workbookproject.com>

For further information contact:

Ed James, Cornerstone/Public Relations Department
+1 212 652 9295

ed@cornerstonepromotion.com

Andrea Giannotti, Babelgum Media Relations Director

Cell: UK +44 7825 892 640

andrea.giannotti@babelgum.com

Alex Johnson, WBP LABS
Cell phone: US +1 646 203 9150
alex@workbookproject.com