

PRESS RELEASE

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August 15, 2007

CONTACT: Lois Whitman
HWHPR/New Media
212-355-5049 x 105
Cell: 917-822-2591
loisw@hwhpr.com

JOE KANE AND DVD ACQUISITION AND DEVELOPMENT GROUP, INC. ANNOUNCE STRATEGIC PARTNERSHIP TO IMPROVE HDTV ENJOYMENT AND EDUCATION

Fairfield, NJ -- **Joe Kane Productions** and **The DVD Acquisition And Development Group, Inc.** today announced a strategic joint venture focused on the creation of home theater calibration programming and education for consumers and industry professionals alike. The new organization, known as Joe Kane Productions International, LLC (JKPI) is to be based in Fairfield, NJ and will encompass a content division and a certification and education division.

Joe Kane, President of Joe Kane Productions and Joe Kane Productions International, notes, "There is a significant amount of confusion in the developing HD market. Customer dissatisfaction with improperly configured equipment necessitates a reevaluation of processes currently in place to ensure proper design and calibration of High Definition home theater systems. Our goal is to establish a certification mark of quality that consumers will associate with best-designed home theater system components and most-capable calibrations professionals."

The first release from the newly formed Joe Kane Productions International will be ***Digital Video Essentials: HD Basics*** on HD DVD and Blu-ray disc. Created for novices and aficionados alike, the comprehensive disc provides easy-to-use calibration tests and setup instructions for getting the most out of your HDTV set and offers

valuable background information on today's high definition systems. *HD Basics* is slated for release on October 30, 2007. To learn more about *Digital Video Essentials: HD Basics*, and JKPI, please visit www.jkpi.net.

About Joe Kane

A guru in the HD industry, Joe Kane is one of this country's leading HD experts, designers and consultants. Mr. Kane specializes in the sciences of electronic imaging and accurately reproducing video signals on display devices. Those efforts have been the focus of his company, Joe Kane Productions, since its founding in 1982. Mr. Kane joined and later became chair of the Society of Motion Picture and Television Engineers (SMPTE) Working Group on Professional & Studio Monitors. He has produced several groundbreaking programs, including *A Video Standard*, two versions of *Video Essentials* and multiple versions of *Digital Video Essentials*. He's currently working and lecturing in HDTV program production, digital compression of video for high quality distribution, and HDTV displays that conform to ITU and SMPTE specifications.

About DVD International

DVD International (DVDI), a DVD Acquisition and Development Group, Inc. company, based in Fairfield, NJ, focuses on DVD distribution opportunities and distributes programming from Alpha DVD, Air Sea Land, HD Window/Camera Support, AIX Records, Joe Kane Productions, Mill Reef Entertainment, David Hannan Productions and The Richard Diercks Company, Inc. For more information, please visit www.dvdinternational.com.

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