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Level 4 and Stonehenge Productions Announce Sales and Distribution Partnership

June 16, 2010 (Carlsbad, California) Distribution and sales company, Level 4, and Stonehenge Productions, a leading film App creator, have announced a partnership agreement to jointly pursue sales, marketing and creative development of film Apps for all new media app platforms.

Under terms of the agreement, Stonehenge Productions will develop, create and manage the Apps, while Level 4 will manage the sales and marketing functions. The partnership enables film makers and distributors to gain access to new channels and build audiences for their films.

Film makers are under greater pressure to effectively market and promote their films and increase distribution and revenue channels. Introducing Apps as part of a film's distribution strategy addresses this challenge in a creative and cost effective way.

"We are very excited to be working with Level 4.", said Mark Smillie, founder of Stonehenge Productions. "Their experience in the film industry will help us to leverage the excitement our Apps have received and reach more film makers by building connections with leaders in the entertainment industry. "

Level 4, a Struans Group, Inc. company led by Dennis Lorrig, sees this as a unique opportunity for the film, TV, and music industries. "Traditional distribution has taken a turn to the future. ", Lorrig says. "It's no longer adequate to rely solely on theatrical, DVD and On Demand distribution channels. New media Apps represent a unique opportunity to expand distribution, promote awareness and increase revenue. Level 4, in partnership with Stonehenge Productions is leading the way."

Level 4

Level 4, a Struans Group, Inc. company, is the sales arm of Stonehenge Productions. Our goal is to bring the best and newest films (indie and studio), T.V. shows, and music to all new media platforms via Stonehenge's creative app platforms. We feel that this will be the next great platform for distribution and monetization of content worldwide at a click of a button.

Stonehenge Productions

Stonehenge Productions creates Apps that help film makers build awareness and broaden their distribution channels. Our Apps include the film, as well as rich media features such as digital books, behind the scenes clips, trailers, news, and social media capabilities for the iPad, iPhone and iTouch. Our goal is to get your audience to participate in your film and socialize the film viewing experience. In addition We manage the entire iTunes process for the App Store.