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## **Level 4 and iFlixdirect Announce Sales and Distribution Partnership**

July 13, 2010 (Carlsbad, California) Distribution and sales company, Level 4, and Stonehenge Productions, a leading film App creator, have announced an agreement with iFlixdirect to jointly pursue sales, marketing and creative development of film Apps for smartphones, hand held tablet devices, and future television platforms.

Under terms of the agreement, Stonehenge Productions will develop, create and manage the Apps, while Level 4 along with iFlixdirect, led by industry veteran Terry Mc Innes, will manage the sales and marketing functions. The sales 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 and iFlixdirect.", said Mark Smillie, founder of Stonehenge Productions. "Their experience in the film industry will help us to leverage the excitement of 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 helmed 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. This partnership with Terry Mc Innes' iFlixdirect shows that Hollywood is taking notice to new viable platforms for distribution."

#### Level 4

Level 4, a Struans Group, Inc. company, is in a Joint Venture with Stonehenge Productions to function as its sales and marketing arm. 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.