



HEAVENSPOT CREATES SHOW PACKAGE FOR *ECKOTV EPISODE 3

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Heavenspot, a full service interactive agency located in Hollywood, California, has recently completed the show package for *eckoTV, Episode 3. This episode is the latest in entrepreneur Marc Ecko's DVD venture, exploring elements of popular culture such as action sports, street art, and more.

Ecko Unlimited contracted Heavenspot to enhance the presentation of the *eckoTV segments, thereby extending its branding and distribution.

The package includes two show opens, the first beginning the episode and the second to refresh the show at the beginning of a later segment. Additionally, Heavenspot created two bumpers to transition in and out of commercial breaks. Ecko provided central themes representing the brand and its consumer base and allowed Heavenspot to take the creative lead from there. The pieces are forward thinking and conceptually push the envelope of mainstream entertainment. The show opens are rich with symbols of American and world culture, touching upon religion, history, politics, sports, and society. The bumpers use icons of urban pop-culture and the juxtaposition of romantic and sexual imagery to define the *eckoTV brand.

"After working on a few projects with the EckoTV team, we've really been able to adapt to the brand's aesthetic, which works in concert with the design style we're best known for," says Chevon Hicks (Creative Director). "In this latest round, most of the pieces tell a story, a feat we were able to achieve through the use of vibrant colors and simple iconography."

Music production was essential to the show package. Heavenspot produced a variety of thematic musical segments to further engage the viewer. The music is hip-hop inspired and corresponds directly with the motifs and motions in its respective pieces.

While in production, the studio faced a significant challenge when one of the opens extended its allotted time. "We had a hard time taking out sections,

initially,” notes Seth Silver (Executive Producer). “The edits worked to our advantage in the end because we were able to develop a more concise and fluid piece. The outcome was rewarding; our team faced a challenge and created a better product because of it.”

Upon completion of the episode 3 package, Heavenspot began production on a package for ComplexTV, a new News and Entertainment program from Ecko Unlimited’s Complex Magazine. The show is geared towards males age 18-34 and set to air on MTV or MTV2 in the third quarter of 2007.

Work on the project began in the end of October 2006 and was completed in the beginning of January 2007. All design, animation and production was completed in Heavenspot’s Hollywood, CA, headquarters. The project was created using Photoshop CS2 / IllustratorCS2 for design, and After Effects 7.0 for Animation. All sound design was completed in Pro Tools.

About Mark Ecko Enterprises:

Marc Ecko founded Ecko Unlimited, the world-famous rhino brand, in 1993. In 10 years, Marc Ecko Enterprises has grown into the largest youth apparel outfit including brands Marc Ecko Collection, G-Unit Clothing Company, Zoo York, and Avirex. The company also publishes Complex magazine, a young men's consumer magazine with a rate base of 315,000. Ecko Unlimited products are available in more than 5,000 stores domestically and more than 45 countries internationally.

About Heavenspot:

Heavenspot is an award winning interactive agency specializing in multiplatform branding solutions. A leader in creativity and technology, the 5 year old company has developed a roster of top clients, such as New Line Cinema, Hasbro Games, FOX Broadcasting, ABC Family, Red Bull, Amp'd Mobile and more.

For more information please visit: <http://www.heavenspot.com> or contact us at (323) 463-1092