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*****MEDIA ALERT*****

EcoTainment Enlists Veteran Hollywood Producer

EcoTainment has hired award-winning Hollywood producer, David Black, to write the pilot of its first television series. EcoTainment was formed by a group of green-minded media executives, businessmen and philanthropists to focus exclusively on environmentally-themed programs for TV and film.

David Black is an award-winning journalist, novelist, screenwriter and producer. Among his many accomplishments are a Writer's Guild of America Award and a Pulitzer Prize nomination. He has produced and written scores of television shows including *Monk*, *CSI-Miami*, *Law & Order*, *The Education of Max Bickford*, *Hill Street Blues*, *100 Centre Street*, *The Bill Cosby Mysteries* and *Miami Vice* among others.

EcoTainment founder Zachary Frankel is collaborating with Mr. Black on the series. Frankel has logged over 20 years in the environmental field, including founding several environmental organizations in the American West. Mr. Frankel's environmental work has been the focus of a documentary film, a stage play, several nonfiction books and over 500 TV, radio and print news articles including CNN, National Geographic and NPR.

"We feel very fortunate to be able to work with David Black," Frankel says of their new partnership. "He's a master storyteller with incredible vision and leadership. It's been a blast working with him over the last few months."

Frankel and Black are celebrating their collaboration by bringing together members of the film, television and conservation communities this month at a party in Park City during the Sundance Film Festival.

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