

# Level4 Distribution Announces Worldwide Launch of the **AppFlik™** at AFM

November 3, 2010 - (Carlsbad, California) Level4 Stonehenge Development Partners announced today that they have launched **AppFlik™**, a new revolutionary App created for filmmakers to distribute and promote film projects worldwide on Apple and Droid platforms.

**AppFlik™**, the 'fourth-level' of distribution is now available for filmmakers and can be used for older content that is looking for a new way to bring revenues, new content that desires to enhance its market reach, or projects in production that want to build an audience for the film and then embed the film later. By embedding the film, there is no buffering or signal needed to watch the content; making it truly viewable anywhere. The high-resolution application also captures popular social networking tools with Twitter and Facebook capabilities within the App; making it a truly interactive film experience. A custom feature on the App allows real-time analytics reported to the filmmaker or distribution company, thus not only making **AppFlik™** an exciting rich entertainment platform for the mobile user but now a valuable tracking and reporting tool for the content owner in identifying popular pre-theatrical release markets globally.

The **AppFlik™** is a free App downloaded through iTunes and the Google Store with a movie trailer, stills, and social networking capabilities to engage the fans; which have the option of renting or purchasing the film within the App at the release date. Filmmakers, producers, and distributors are under greater pressure to effectively market and promote their films and increase distribution and revenue channels. Introducing this emerging application as a part of the films distribution strategy addresses this challenge in a creative and cost effective way.

Recently interviewed, Dennis Lorrige and John Cole, Managing Partners with Level4 were quoted as saying. "We see this as a unique opportunity for all content owners and producers. Traditional distribution has taken a turn to the future and is no longer adequate to rely solely on theatrical, DVD and On Demand distribution channels. New media Apps represent a unique opportunity to expand worldwide distribution, promote awareness and increase revenue. **AppFlik™** is truly the forth-level of distribution and now available to all filmmakers worldwide".

Mark Smillie of Stonehenge Level4 Development Partners said, "We are very excited to be developing **AppFlik™** and to be part of a new movement to create interactive applications for the film industry. Our Apps encourage fan engagement and participation as well as entertainment making a static film viewing experience more participatory."

## About Level4 Distribution

Level4 Distribution is a subsidiary of Struans Entertainment LLC with offices located in Los Angeles and San Diego, CA. and is a digital distribution company engaging new technologies using Apps as one of its new media platforms and has developed and launched **AppFlik™**, the first embedded App in this genre to the entire film industry. New media distribution is the next way to monetize content through smart phones, tablets, Google TV, and other new media platforms that use media-rich apps.

## Forward-Looking Statement

The information contained herein includes forward-looking statements. These statements relate to future events or to our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could, and likely will, materially affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects our current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. We assume no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

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