



Planet Cazmo Brings Fresh Take on the Virtual World

*Online Entertainment Leader Pileated Pictures Spins off New Company
to Develop Music-Themed Virtual World*

SHELburnE FALLS, Mass., Mar. 1, 2007 – The tech savvy kids who are the next generation of consumers will live, play and buy as much in virtual worlds as they do in real life. Enter *Planet Cazmo* – a new, browser-based persistent world, developed for the massive teen and tween market, with a focus on integrating real-world music, games, entertainment and consumer brands into one easily accessible online community.

Visitors to Planet Cazmo will have a wealth of activities to choose from, including creating and dressing their own virtual characters, customizing their homes and gardens, forming a neighborhood with friends, playing fun mini games, watching music videos and film trailers, or trading music playlists. A higher level of customization than previously seen in a browser-based virtual world will allow self-expression and user generated content to thrive in a controlled, safe setting for kids.

Plans are under way to integrate several real-world consumer and entertainment brands into *Planet Cazmo* at launch, including music. As advertisers watch television numbers decline, they are looking for new ways to reach their audience, and *Planet Cazmo* will enable them to connect with this next generation of consumers.

Planet Cazmo is based on technology developed by Pileated Pictures and pushes the envelope of browser-based entertainment with superior 3D graphics, immersive gameplay and extensive customization features. The web-based nature of *Planet Cazmo* will make it much more widely accessible than a downloadable product, though the company has plans to take the experience to mobile, handheld and other platforms in the near future.

"*Planet Cazmo* will take the world of browser-based entertainment to the next level." said Michael Levine, President and Founder of both Pileated Pictures and Planet Cazmo. "Because the world has been designed to seamlessly mix in music, film/TV and consumer brands for tweens and teens, *Planet Cazmo* is positioned to be THE virtual world of choice for advertisers and entertainment companies to market and integrate their products into."

Players and interested sponsors can go to www.planetcazmo.com to learn more about the virtual world and sign up for *Planet Cazmo's* beta program, set to kick-off in the upcoming weeks.

About Pileated Pictures

Pileated Pictures, LLC is an entertainment studio creating video games, character animation, concepts and stories. The studio develops customized solutions for clients, including video games for a variety of platforms, broadcast animation, music videos, e-cards and web sites.

Pileated has a long history creating video games and content for clients including Universal Records, MCA Records, LucasArts, GameCock (formerly G.O.D. Games) and THQ, as well as recording artists Nelly, TLC, Britney Spears, Master P and the Cash Money Millionaires. Pileated Pictures' team includes veterans of LucasArts Entertainment, Pixar, ILM and the television show *Seinfeld*. The studio also creates and licenses its own original material. For more information visit <http://www.pileated.com> or write to info@pileated.com.

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