



For Immediate Release
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**Old City's Cubist Media Group Adds DVD Authoring Talent,
Launches HD Lab & Demo Suite
*Interactive Unit Sets Pace for Next Generation DVD Development in Philadelphia***

Philadelphia, PA – November 7, 2006 – Cubist Media Group is pleased to announce that Philadelphia-area native Jason Petersen has returned to the East Coast from California to join the team as a DVD developer.

Jason comes to Cubist from Global Digital Media Xchange Inc. in Los Angeles and Warner Bros. Entertainment in Burbank, where for the past year-and-a-half, he honed his standard- and high-definition authoring skills.

He authored a number of commercially released films in the Blu-ray Disc format, including *Syriana* and *The Lake House*. In the HD-DVD format, he was part of the team that authored, among others, *Million Dollar Baby*, *Unforgiven* and *Harry Potter and the Goblet of Fire*. Between the two formats, he worked on 14 feature films.

The Cubist Interactive unit already boasts a highly experienced team of DVD developers, Ben Carter and Scott Lean, and project manager, Dave Maietta, who, for the past few months have been establishing Cubist's foothold in high definition DVD work. Under the direction of Technical Operations Manager Phil Erney, the unit has been developing Philadelphia's first testing lab and demo suite for next-generation high definition DVD authoring and encoding tools.

Launched in October, the "lab" allows developers and engineers the chance for hands-on evaluation and testing of commercial discs, set-top players, software players, and advanced encoding and authoring tools for both HD-DVD and Blu-ray. Tools from Microsoft, Sony and Sonic Solutions are currently under review.

About Cubist Media Group

Cubist Media Group is the region's pre-eminent force in delivering creative and technical solutions for communications, education, advertising and entertainment. Organized into four service units – Creative, Productions, Post & Effects, and Interactive – Cubist Media Group offers a multi-disciplinary creative approach along with the latest digital technologies. For more information visit www.cubistmediagroup.com

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