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For Immediate Release

## **FiveSprockets™ Delivers Hollywood Tools to the Masses Online**

### ***Virtual Production Studio Launches an Integrated Platform of Collaboration Resources and On-Demand Software for the Media Production Community***

San Diego, Calif. (September 10, 2008) – A pioneering force in digital media production, FiveSprockets today announced the unveiling of its private beta site as part of the TechCrunch50 Conference. FiveSprockets is a collaborative platform designed to deliver the processes of a Hollywood studio in a virtual one-stop shop, offering critical resources and on-demand software, enabling users to make better media, more efficiently and profitably, from any location. FiveSprockets tools support the five phases or “sprockets” of media production: (1) story development, (2) pre-production, (3) production, (4) post-production, and (5) marketing and distribution, in a single, easy-to-use platform.

“Media creation is exploding, but technology hadn’t yet offered an integrated, collaborative set of tools to streamline the creative process, from story through distribution,” said Randy Ullrich, founder, president and CEO of FiveSprockets. “We created FiveSprockets to provide producers of all skill levels, from video enthusiasts, to advertising agencies, to professional filmmakers, with tools across all phases of production via a synergistic interface. The holistic nature of the FiveSprockets platform is a practical concept that will make superior media production attainable for anyone.”

FiveSprockets’ debut offers the first in a rapidly growing arsenal of tools, including:

- vScripter – professional story development and scriptwriting software
- vProductionOffice – production-management software
- Job Boards – helping producers find the perfect cast and crew
- Social / Professional Networking – rich user profiles and the ability to connect with friends and colleagues
- Community – a host of dynamic conversational and educational content where knowledge is shared and consumed

-more-

The platform offers functionality for a variety of digital media projects, including feature films, documentaries, television serials, advertising, Webisodes, Mobisodes and more, with additional features under development.

FiveSprockets was founded by 20-year software and Web industry veteran, Randy Ullrich. The son of a SAG actress in Hollywood, and himself an aspiring actor, screenwriter, and filmmaker, Ullrich merged his professional expertise with his longtime passion for film to create FiveSprockets. For more information, please visit [www.FiveSprockets.com](http://www.FiveSprockets.com) or send an email to [info@fivesprockets.com](mailto:info@fivesprockets.com).

### **About FiveSprockets**

Launched in 2008, FiveSprockets is “your virtual production studio,” offering filmmakers and digital-media producers the tools they need to make better media, more efficiently and profitably, anywhere they are. By utilizing the collaborative nature of today’s Internet and social media, FiveSprockets delivers critical resources and on-demand software to support the five phases of media production: (1) story development, (2) pre-production, (3) production, (4) post-production, and (5) marketing and distribution. Founded by a seasoned software and Web executive, Randy Ullrich, FiveSprockets takes a holistic approach to the process of media production, offering a platform specifically designed for the needs of its community. Please visit [www.FiveSprockets.com](http://www.FiveSprockets.com) for more information.

### **About TechCrunch50**

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.

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