

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

FOR IMMEDIATE RELEASE

November 20, 2007

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COMING TO NYC: NEHST STUDIOS HOSTS "PITCHING WORKSHOP"
SPONSORED BY NEW YORK WOMEN IN FILM AND TELEVISION

Veteran Hollywood Producer Larry Meistrich and Former NYWIFT Board Member Dana Offenbach Offer Opportunity of a Lifetime for Women to Learn the Trade and Pitch Ideas to be Produced from a \$250 Million Fund

New York – (November 20, 2007) New York area aspiring female filmmakers looking for their first big break may not have to venture very far to find it. NEHST Studios has announced that they are holding a special Pitching Workshop during NYC "Boot Camp" with the top entertainment industry association for women in New York City, ***New York Women In Film and Television- NYWIFT***. The Pitching Workshop will be landing in New York on Saturday, December 1st. Participants will get an insider's look at how to navigate the film industry and then will have the chance to pitch and potentially sign their own production deal.

WHO: NEHST Studios Chairman, Founder and Hollywood insider, Larry Meistrich and President of Production, Nehst Studios and former NYWIFT Board Member, Dana Offenbach, offer a rare opportunity for local aspiring female filmmakers and writers to pitch project ideas for potential development and distribution deals through PitchNehst.

"While women have made great strides in the entertainment industry, we are still a long way from achieving equality. New York Women in Film and Television is very encouraged by Nehst's commitment to bringing women into the pitching process. These are the kinds of steps that need to be taken to bring more women into production, and to really support women's work," says Terry Lawler, Executive Director of NYWIFT.

WHAT: "Pitching Workshop" is an intensive workshop during the Nehst Studios NYC "Boot Camp" which will cover the how to's of; producing, financing, filmmaking, and content creation. Topics include: how the business is changing/strategies you can use to succeed, career opportunities in the new media, and secrets to pitching your ideas and producing/negotiating/distributing a feature film. Register at www.filmboot.com.

Additionally, during the NYC “Boot Camp” Meistrich will host a special PitchNehst session – the company’s branded open pitch session. PitchNehst is designed to break down industry barriers for local aspiring filmmakers and writers. There are already twelve properties in development which came to the company through PitchNehst.

Register online at www.nywift.org, go to 123 sign up

WHEN: Pitching Workshop
Saturday, December, 1st 2007
NYU 19 University Place
1st Floor
9:00am to 4:00pm

Fees (if you sign up through NYWIFT):

\$25 for NYWIFT Members to pitch

\$10 for NYWIFT Members to participate without pitching

\$35 for Non-Members to pitch

\$20. For Non-Members to participate without pitching

NEHST Studios

NEHST Studios is a diversified film production, financing and distribution company headed up by industry veteran Larry Meistrich – producer of *Sling Blade* and *You Can Count on Me* and founder of indie film studio Shooting Gallery – and entrepreneur, CEO Ari Friedman. One of NEHST’s goals is to remove entertainment industry barriers and open up the pitching and development process to anyone with a great idea. The company, which launched at the 2007 Cannes Film Festival, is currently developing seven projects.

For more information on NEHST Studios, please go to <http://www.nehst.com>.

NYWIFT

NYWIFT is celebrating its 30th anniversary – Women calling the shots. Since 1977.

The preeminent entertainment industry association for women in New York City, NYWIFT is dedicated to helping women reach the highest levels of achievement and promoting equity in film, television and new media. NYWIFT produces over 50 innovative programs and special events annually. Its membership includes more than 1,600 women working both above and below the line.

NYWIFT is part of a network of 40 women in film organizations worldwide, representing more than 10,000 members.

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