

**NEHST STUDIOS CONTINUES ITS OPEN CASTING CALL FOR
THE FEATURE DOCUMENTARY “RUNNING AMERICA”**

NEW YORK, July 15th -- For the first time in film-making history, people will be able sign up online to be cast in the feature documentary RUNNING AMERICA and take part in a record-breaking run simply by registering at <http://www.runningamerica08.com>.

In the film, participants will follow world-class runners Charlie Engle and Marshall Ulrich as they attempt to run 3,200 miles across the country. Celebrities are also expected to participate in the run at various points along the route. RUNNIG AMERICA will start shooting from September 13th when the run kicks off in San Francisco and will end in New York City 45 days later.

United Way has also teamed with NEHST Studios in this endeavor and part of the proceeds from the run and the documentary will go toward the United Way of America.

In 2007, Engle completed a 4,500-mile run for 111 consecutive days across the Sahara Desert in Africa. This run was chronicled in the documentary RUNNING THE SAHARA, produced by actor Matt Damon's production company LivePlanet. Damon narrates and serves as executive producer. NEHST Studios expects to release the film this fall.

NEHST is casting 5 people per mile to run with Engle and Ulrich, as these two athletes run across the country in their quest to break a world record. Their exact route is posted on the film's official site, but includes crossing such states as Nevada, Illinois and Ohio. Anyone and everyone is eligible to run, no matter how young, or old, no matter if they are disabled, or if they have never run before. This is

a great, once in a lifetime opportunity to be in front of the cameras, meet some celebrities and be a part of history.

"We are working hard to help break down the Hollywood barriers and make sure that every talented aspiring performer has access to be cast in a film," said NEHST Studios Chairman and Founder Larry Meistrich. "NEHST Studios is at the forefront of bringing the movie viewer into the actual experience of making a film. With this process, everyone has chance to become involved in making films and documentaries."

To sign up, please go to: <http://www.runningamerica08.com>

About NEHST Studios

NEHST Studios is a diversified film production, financing and distribution company headed up by Chairman and Founder 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 developing more than twenty feature film, television, and web series projects. For more information on NEHST Studios, please visit us at <http://www.nehst.com>.

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