



For Immediate Release

“THE BEST FRIEND” FINDS A FEW NEW FRIENDS

***Industry Heavyweight MICHAEL ELIAS and Web Network KOLDCAST TV
Join New WGAW Signatory Web Series***

Los Angeles (July 2, 2010) – Proven TV and film talent Michael Elias (“Head of the Class,” “The Jerk,” “Young Doctors in Love”) has signed on as writer/producer for the new comedy web series, “The Best Friend.” Slated to premiere its first season on web network KoldCast TV this August, it is the most recent new media project to gain Signatory status to the Writers Guild of America, West Agreement.

The 10-episode series launching on KoldCast TV in August 2010, will explore what its like for an average woman to live in the shadow of her ‘perfect’ best friend. The comedy-musical hybrid, created by and starring newcomers Marilyn Anne Michaels and Allie Smith, first gained attention when the pilot episode was awarded Grand Jury Award Winning Film honors at the ‘Shorts ‘N Spirits Showcase L.A.’ in May.

“A little bit Bridget Jones and a little bit Cathy, ‘The Best Friend’ takes the female buddy comedy, makes it bite-size and adds an extra heaping of self-pity,” says Marti Resteghini, VP of Network Programming for KoldCast TV. “With the addition of industry vet Michael Elias, the series is poised to deliver fresh, quality content to an underserved audience of female viewers.”

Elias brings over 30 years of experience to the partnership, having written for many iconic shows and as co-creator of the hit show “Head of the Class” and the Showtime movie “Lush Life”. Elias was excited to jump on board for the new web series project, admitting “I am so very happy to collaborate with Marilyn and Allie on ‘The Best Friend’...especially since they do all the work.”

By producing “The Best Friend” through a WGA signatory company and recognizing the importance of writing in new media, the series joins an acclaimed group of new media productions, including “Seth MacFarlane’s Cavalcade of Cartoon Comedy,” Ruth Livier’s “Ylse,” and Mesquite Productions “The Bannen Way.” Going forward, all new media content produced by Marilyn Anne Michaels and Allie Smith will be made in accordance with the WGA’s Minimum Basic Agreement (“MBA”).

Launched in March 2008, KoldCast TV is the premier online entertainment destination for premium web-based episodic programming. Original independently-produced web series, from today’s brightest creative talents, are showcased in full-screen high-definition via KoldCast’s own line of advanced media players. KoldCast TV programming is now seen in 179 countries. For additional information, visit: www.KoldCast.TV.

**For further information about “THE BEST FRIEND”
visit: www.TheBestFriend.TV**