



June 12, 2007

For Immediate Release

CRESCENT ENTERTAINMENT ENTERS FIRST LOOK AGREEMENT WITH CHANNEL 4 INTERNATIONAL

Banff, Alberta — **Crescent Entertainment** announced today it has signed a first-look deal with **Channel 4 International (C4I)** giving C4I the first option to develop and distribute Crescent's television productions.

The agreement allows C4I the option to be involved in Crescent's productions in a variety of capacities. C4I will contribute financially in development, provide deficit production financing, pre-sell and secure worldwide sales for all media.

"Crescent has found in C4I a partner who brings to the table a rare and valuable balance of creative and business sensibilities. Their commitment to our projects from beginning to end gives Crescent the security and confidence to remain independent, stay true to our vision, yet still end up with productions we're confident can perform on the international market. We look forward to a long and successful partnership," states Jayme Pfahl, Crescent Entertainment's President.

Christina Willoughby, C4I's Head of International Sales and Co-Productions, commented: "Having successfully collaborated on selling **TERMINAL CITY** internationally, we're delighted to formalize our relationship with Crescent Entertainment. We share a similar vision of the important elements that constitute ground-breaking original drama for a global audience."

The deal was negotiated by Jayme Pfahl for Crescent Entertainment and Christina Willoughby with Richard Life, Head of Programming, for C4I.

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Crescent Entertainment is an award winning, film and television production company based in Vancouver, Canada. Since 1990, company partners Jayme Pfahl, Harold Tichenor, and Gordon Mark have been involved in over forty productions, specializing in the development and production of original feature films, television and documentaries. Most recently Crescent produced the award winning television miniseries *Terminal City*, created by Angus Fraser, a darkly comedic exploration of the modern family through the twin lenses of cancer and reality television starring Maria Del Mar and Gil Bellows. Among its projects in development is the dramatic adaptation of David Bergen's Scotiabank Giller Prize winning novel *The Time In Between*.

The independent rights company **Channel Four International (C4I)** is a fully integrated rights exploration service dedicated to working with the best independent programme making talent around. C4I represents programs transmitted on Channel 4, BBC, Five and ITV and other networks around the world. C4i also represents the FilmFour library.

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