



PRESS RELEASE

DIGITAL PRODUCTION BUZZ JOINS LARRY JORDAN & ASSOCIATES, INC.

FOR IMMEDIATE RELEASE

Agoura Hills, CA (December 18, 2007) – Creative Planet’s Digital Production BuZZ has joined Larry Jordan & Associates, Inc., both companies announced today.

Industry-leader Digital Production BuZZ offers live interactive Internet talk radio focused on digital production, post-production, and distribution. This podcast and newsletter combination compliments the existing training, writing, and seminar business of Larry Jordan & Associates, Inc. Digital Production BuZZ was the first podcast on air about digital production and remains the leader of programming related to the subject.

“I am delighted to help develop the amazing potential of Digital Production BuZZ,” said Larry Jordan, president of Larry Jordan & Associates, Inc. “The video industry is exploding with energy and growth and the BuZZ serves that market perfectly. My team is looking forward to building upon the remarkable success created by one of the pioneering podcasters in the industry.”

Former Managing Editor of Digital Production Buzz, Philip Hodgetts, has handed off Digital Production BuZZ to allow his company to focus on a number of new projects. For more than a decade, Hodgetts has been accurately predicting the future directions of the industry for Digital Production BuZZ.

“I believe Larry’s company will take the show to new heights,” said Hodgetts. “I’ve really enjoyed growing the Digital Production BuZZ, and appreciate everyone who considers themselves a loyal fan. The BuZZ serves a rapidly growing market and I’m looking forward to watching the show continue to grow.”

About Digital Production BuZZ

Creative Planet’s Digital Production BuZZ is part of a family of related websites and magazines managed by New Bay Media. New episodes of the Digital Production BuZZ podcast – which include two interviews per show in addition to regular segments *The Regional BuZZ*, *Pick our Brains*, *Insider’s Guide to Distribution* and *Podcast Insight* – airs live every Thursday at 6:00 pm Pacific. Visit their website at www.digitalproductionbuzz.com.

About New Bay Media

New Bay Media is an integrated media company serving the professional audio, systems

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integration, video/broadcast, musical instrument and K-12 education technology vertical markets in print, online and in person. New Bay provides communication solutions to readers and marketers through 26 award-winning publications, 45 websites, 6 events and 9 show dailies, reaching millions of dedicated professional/enthusiast readers each month.

About Larry Jordan & Associates, Inc.

Based in Southern California, Larry Jordan & Associates, Inc. provides high-quality, engaging, training and information through a variety of media worldwide. They cover video production and post-production for practicing professionals and students, with an emphasis on Apple's *Final Cut Studio*. The company was founded in 2003 by Larry Jordan, an internationally-renowned producer, director, editor, consultant and an Apple Certified Trainer, with over 25 years video production and post-production experience. He is a member of both the *Directors Guild of America* and the *Producers Guild of America*. In addition to authoring over a dozen tutorials and books on Final Cut, Jordan is also the founder and editor of *Edit Well*, the rich-media newsletter for Final Cut Studio, published by Peachpit Press.

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