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New City Entertainment Inc.

Press Release

Vancouver's MovieSet™ selected to compete in VORTEX, the McLuhan International Festival of the Future

TORONTO, ON. The prestigious McLuhan International Festival of the Future announced its invitees to VORTEX - the hunt for the best new media project, February 6 – 9th. Vancouver's New City Entertainment is the sole Western candidate selected - for MovieSet™ its 'behind-the-scenes' Internet portal. The purpose of the competition is to provide a venue for new media creators to find avenues for commercial development of their ideas.

Sponsored by Telefilm Canada, the Canada New Media Fund and Toronto's Drake Hotel, VORTEX will showcase and evaluate new videogame prototypes, cell phone content, innovative Internet applications and new film and television projects. The Vortex's goal is to provide a unique environment wherein cultural, media and business stakeholders are brought together to jointly explore original and exciting media concepts in the fields of publishing, video games, music, film and TV, education, science and other new-media environments.

Recognizing the Internet audience's insatiable appetite for behind-the-scenes access, New City has created MovieSet™ the first authentic portal into the filmmaking process. MovieSet™ provides film-makers with the ultimate solution for engaging the internet audience. It also brings traditional movie-making software into the world of the Web by harnessing the power of both the Internet and wireless universes deploying accelerated production efficiencies enabled by MovieSet's™ unified suite of state-of-the-art production management and administrative tools.

"We are thrilled and honoured to be invited to participate in VORTEX", says New City President, Colleen Nystedt, who characterizes MovieSet™ as, "a transformational solution, very much in the spirit of Marshall McLuhan. It provides Internet audiences with genuine 'behind-the-scenes' access to film-making simultaneously creating global communities of engagement. It answers the question of how to market films on the web recognizing the migration away from television."

MovieSet™ is being developed combining a number of key technology partnerships including: (1) The Level for its Enterprise Portal System, (2) Vancouver's Noise Media for its e-commerce applications, (3) Destiny Media for its Clipstream streaming video software and (4) Toronto's Impact Mobile for its wireless applications.

For Release 9 a.m. Pacific Time, February 2, 2006

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The Canada New Media Fund has supported New City Entertainment's prototype development of MovieSet ™ which was delivered in December 2005.

Telefilm Canada is a federal cultural agency dedicated to the development and promotion of the Canada film, television and new media industries. With the objective of building larger audiences for Canadian cultural products, the Corporation acts as a partner to the private sector through investments in diverse productions with wide appeal.

Herbert Marshall McLuhan (1911 - 1980)

The world-renowned visionary once labeled by Tom Wolfe as, "the most important thinker since Newton, Darwin, Freud, Einstein and Pavlov" in his article, *What If He Is Right?*, wrote the seminal works *The Mechanical Bride*, *Understanding Media*, and coined the terms *The medium is the message* and *the Global Village* which have become such a part of our daily language that we tend to forget the original voice.

Born in Alberta, educated in Winnipeg and Cambridge, UK, McLuhan became Professor of English Literature at St. Michael's College, the University of Toronto. He taught a program in Culture and Technology, a concept that was light years ahead of its time, and often raised the ire of the local academia. He spent 33 years here and abroad watching, listening, reading, researching and hypothesizing about the impact of media upon the world around him and advising others how to connect with that world.

As a consequence, in 1970, Governor General Roland Michener honoured McLuhan as a Companion of the Order of Canada, the highest lifetime achievement award for Canadian citizens. McLuhan's citation reads, "For his contribution to the understanding of the relationships between media and society."

Founder - William (Bill) Marshall, Executive Director

(McLuhan International Festival Of The Future Founder)

Best-selling author, political strategist, film, television and theatrical producer, organizer of Royal and Papal visits and the G7 summit, this Glaswegian continues to leave his mark on Canada. Her Excellency Adrienne Clarkson, Governor General of Canada, recently acknowledged Marshall's unique gifts by presenting him with the Order of Canada. "He has played a major role in developing Canada's film industry and culture. Originator and co-founder of the Toronto International Film Festival, he helped to build it into one of the world's most successful and prestigious events of its kind. He was also instrumental in forming the Academy of Canadian Film and Television, the association that promotes these industries and honours outstanding achievement. In addition, he is a film producer and served as President of the Canadian Association of Motion Picture Producers.

For more information please visit our web-site at www.movieset.com or contact Colleen Nystedt at colleen@newcityfilms.com.