

MEDIA ALERT

Special Digital Hollywood Breakfast Invitation
Thursday Morning March 30th at 8:30 AM
INTENT MediaWorks' Private Suite at Loew's Santa Monica

INTENT MediaWorks Unveils MyPeer Opportunity to Meet INTENT's New President Andy Cooper

[DCIA](#) Member company [INTENT MediaWorks](#) has been extremely busy developing new P2P software and services specifically responsive to the needs of major entertainment companies. The DCIA and INTENT would like to invite you and a small select group of other leading new media journalists to a live demo over breakfast at 8:30 AM on Thursday March 30th in INTENT's private suite at Loews' Hotel in Santa Monica, CA during Digital Hollywood. INTENT will also introduce its new President, Andy Cooper, at this special breakfast meeting.

INTENT has now developed a full suite of digital packaging technologies that can instantly mass-distribute entertainment content through every Internet consumer channel. Smaller independent rights holders testing with INTENT have increased market share 35-40%, increased margins 50-70%, and increased direct sales to consumers 60-80%.

INTENT's new offerings comprise an unprecedented distribution system for the secure and profitable distribution of licensed, digital entertainment media via virtually all file-sharing systems: P2P, IPTV, RSS, IM, web-based download stores, e-mail, social networks, and blogs.

The company's newest service is called "MyPeer," a private, secure download network for file trading. With MyPeer, content providers can choose on-the-web, closed-network, branding, and integration options.

INTENT would very much like to share this with you personally at a live demo with its new President, Andy Cooper. Space is very limited,

so please RSVP to Holly Witten (holly@intentmediaworks.net or 404-849-9261) at your earliest convenience if you will be able to attend.

For general questions, feel free to contact INTENT's Partnerships Executive, Armistead Whitney (armistead@intentmediaworks.net or 404-432-9889) or the DCIA's Member Services Leader, Karen Kaplowitz (karen@dcia.info or 888-890-4240).

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