

# floaters

For Immediate Release

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## **PHOEBEWORKS PRODUCTIONS BEGINS SHOOTING “FLOATERS” SERIES**

### **Episodic show being produced for online and mobile broadcast**

NEW YORK, July 12, 2006 – Phobeworks Productions, Inc., a producer of entertainment and lifestyle programming, today announced it has started production on “Floaters,” a new series being produced exclusively for broadcast on the Internet and on mobile phones.

“Floaters” is a comedy/drama series that follows the lives, romantic entanglements and professional struggles of three young women as they attempt to navigate their way in the real world. The three women – Megan, Nisha and Erika – work as temps in a New York advertising agency and share a walk-up apartment in Hell’s Kitchen. With a nod to the highly successful “Sex and the City” and “Desperate Housewives,” “Floaters” will offer a comedic slant on life’s dramas relevant to women age 18–30.

The first season will consist of 15 weekly episodes, with each episode running approximately 30 minutes. Each episode will be divided into five segments, each of which will be broadcast daily Monday-Friday on the Internet. For mobile phone distribution, each segment will be further divided into three mini-segments running approximately 2 minutes each. Viewers will be able to watch one full episode every week by going online and watching the daily segments on their computer or by viewing the mini-segments on their mobile phone.

“Because we’re distributing ‘Floaters’ through the Internet and mobile phones, we’re envisioning people watching regularly from anywhere, anytime,” said Mike Stickle, executive producer. “We have assembled an incredible cast that will work with our team of writers, directors and other creative talent to bring ‘Floaters’ to audiences all over the country.”

The show stars up-and-coming actresses Lauren Cook, Punam Bean and Kaitlyn Black. It is written by a team of writers led by legit scribe Brooke Berman (“Smashing,” “Until We Find Each Other”).

“Floaters” is scheduled to begin airing online at the end of July, with mobile broadcasts expected shortly thereafter.

Phobeworks Productions, Inc., develops and produces a variety of entertainment and lifestyle content for exclusive broadcast on the Internet and through mobile phones and devices. The company is based in New York City.

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