



**FOR IMMEDIATE RELEASE: Lombardi Street Announces Fortune Films, LLC as Executive Producer**

**Press Contacts:** Alisa Gus, Executive in Charge of Production  
(406) 962-0851, agus@lombardistreet.com  
Cheryl Games, Press Relations  
(831) 241-2364, cgames@lombardistreet.com

## **Lombardi Street LLC Partners with Fortune Films, LLC as Executive Producer of Unprecedented Online Entertainment Concept**

Casting now underway for the series slated to premiere in September!

**LombardiStreet.com - June 22, 2009** - Antony van Zyl, founder and creator of *Lombardi Street*, the new social network and web series about the lives of six college freshmen beginning their journey to adulthood, is thrilled to announce **Fortune Films, LLC** as its Executive Producer. Fortune Films, a global production company specializing in the development, financing, production and distribution of filmed content, has been involved in multiple feature film productions such as *The Whole Ten Yards*, *Laws of Attraction* and *The In-Laws*.

"We see a dynamic paradigm shift occurring in the entertainment world" says Fortune Films President, Caspar von Winterfeldt. "This shift will allow the creative world to reach out to a far greater audience and allow that audience to interact with the programming in ways never before seen. What Antony van Zyl has created with the *Lombardi Street* project will allow viewers, artists, and advertisers alike to intermingle on a social network to create the first virtual world that comes to life as a result of this interaction."

Ernst-August Schnieder, Executive Producer at Fortune Films, is excited to be a part of this new wave embarked upon by *Lombardi Street*. "The ability to allow an advertiser to reach out through the fourth wall to a viewer using the Slippcat technology is unprecedented" stated Schnieder. The Slippcat software, developed by Antony van Zyl, lets advertisers unobtrusively showcase their products within the *Lombardi Street* shows. "It will allow for instant revenue generation in ways never before tapped by vendors and give consumers instant gratification because they will instantaneously be able to purchase an item they see in the show."

"The addition of **Fortune Films** brings an established and highly-accomplished entertainment partner to *Lombardi Street*. I look forward to the collaboration with Caspar von Winterfeldt and Ernst-August Schnieder and feel supremely confident that the show is now in very capable hands," adds *Lombardi Street* creator Antony van Zyl.

**To schedule an interview with Antony van Zyl, Caspar von Winterfeldt or Ernst-August Schnieder or to request additional editorial information, contact Alisa Gus at (406)962-0851, agus@lombardistreet.com or Cheryl Games at (831) 241-2364, cgames@lombardistreet.com.**

**Lombardi Street, LLC** is an innovative new Web series and online production company that comprehensively integrates Social Networking, web-based distribution and virtual worlds. ***Lombardi Street*** will be the first series ever to utilize Slippcat, a cutting edge technology that allows advertisers to seamlessly and unobtrusively showcase their products within the show. For more information on ***Lombardi Street***, visit [www.LombardiStreet.com](http://www.LombardiStreet.com)

Fortune Films, LLC, formed in 2006, is a global production company specializing in the development, financing, production and distribution of filmed content. Primarily focused on the creation of feature films, the company has been involved in a number of high-profile pictures, including the recent release of Punisher II : WARZONE. Producers Caspar von Winterfeldt and Ernst-August Schnieder come from Investment Banking backgrounds and have been involved in multiple feature film productions including: The Whole Ten Yards, Laws of Attraction, Played, The Peaceful Warrior, Ballistic, The In-Laws and Find Me Guilty. For more information on Fortune Films, visit [www.myspace.com/fortunefilmsllc](http://www.myspace.com/fortunefilmsllc).