

JORDAN LEVIN, PETE ARONSON, MIKE KARZ,  
DAVE RATH AND KARA WELKER  
PARTNER TO LAUNCH GENERATE, A CONTENT CREATION AND MANAGEMENT COMPANY

Exclusive Deal Inked for Producing Content for MTV Networks  
Cable, Broadband and Mobile Distribution Channels  
Rath-Welker Management Firm Becomes Generate Management

February 27, 2006 (Santa Monica, CA) Collectively responsible for numerous hit television shows, film franchises and talent brands that resonate with younger audiences, Jordan Levin, Pete Aronson, Mike Karz, Dave Rath and Kara Welker have partnered to launch Generate. A content development and talent management company targeting young adults and family households, Generate will develop and produce content for the multiple distribution platforms embraced by the Millennial generation.

Generate launches with a deal with MTV Networks to develop content for its popular basic cable, broadband and wireless distribution channels. This deal allows Generate to develop properties and then pitch them to the most appropriate platform in the MTV Networks portfolio. Generate's basic cable, wireless and broadband development and production services are exclusive to MTV Networks, whose cable properties include MTV, MTV2, VH1, mtvU, Nickelodeon, Nick at Nite, Comedy Central, TV Land, Spike TV, CMT, Noggin, The N, VH1 Classic and Logo.

With the entertainment industry undergoing a seismic shift in reaction to the rapidly changing consumption habits of the youth and family audience, we recognize there now exists a unique opportunity to create a forward-thinking company that understands both this audience and their increasing demand for content across multiple platforms, explains Levin, who will oversee the company's broadband and mobile ventures.

With its unparalleled track record for reaching highly targeted audiences with unique and relevant content, MTV Networks is an ideal distribution partner for Generate, says Aronson, responsible for Generate's television development and production along with Levin. Generate will take a media-neutral approach to the development process, starting with a core idea and then developing it for the distribution platform best suited to ensuring the integrity of the concept, which could just as easily be on an emerging or traditional distribution channel.

Judy McGrath, Chairman and CEO of MTV Networks, noted: At this exciting time in media, it's great to have a forward-looking development and production relationship with the partners in Generate. On their own, they have each proven their ability to create content that resonates with young adults. Together, we see them providing incredible fuel for our multi-platform strategy. I think that MTV Networks, as the leading global content provider for kids, teens and young adults, will be an excellent home for this new company."

Each partner brings a strong track record of developing successful entertainment brands for the youth and family market and migrating talent across mediums in the process. We feel strongly that together we are particularly well positioned to address the opportunities opened by new markets, adds Karz, who will oversee the company's soon to be announced film ventures. What distinguishes us as a group is that each of us has been a creative writer, director or producer as well as an executive.

Generate Management assumes the entire client roster of Dave Rath and Kara Welker's Rath-Welker Management. Generate Management will operate independently from Generate, however will benefit from opportunities that Generate will be able to provide as a production banner.

The broadband and mobile platforms lend themselves easily to short form entertainment, which is especially suited to comedy, states Rath. Regardless of the distribution channel, successful content is grounded in recognizing talented people with great ideas and nurturing and developing these concepts into solid entertainment properties.

Adds Welker, We work with incredibly talented and creative individuals who are embracing the creative freedom these new platforms offer as a way to launch their own concepts and develop branded identities.

## About the Partners

Former CEO of The WB, Jordan Levin was instrumental in the development of numerous hit series shows for young adults and family households that established the distinctly youthful brand identity such as Dawson's Creek, Gilmore Girls, Buffy the Vampire Slayer, 7th Heaven, Charmed, Felicity, Smallville, The Jamie Foxx Show, Sabrina, The Teenage Witch, Sister, Sister, Smart Guy, The Steve Harvey Show, What I Like About You, Popstars, The Surreal Life, One Tree Hill and Everwood, for which he also directed an episode. In addition to The WB, Levin oversaw Kids' WB! and helped to launch the American Girl film franchise under The WB's original movie division. Prior to The WB, Levin was at Disney where he was associated with family hits Home Improvement and Boy Meets World. Over the past year, Levin lent his expertise as a consultant for both a leading broadband company and cellular content provider as well as a new media start-up.

Pete Aronson has an eighteen-year record of success leading production companies in broadcast, cable, syndicated-television, and feature-films. He has worked for television entertainment leaders such as Regency, Twentieth-Century Fox, Walt Disney, NBCUniversal, Warner Bros. and Witt-Thomas Productions. Prior to his role as Executive Producer of The Bernie Mac Show, Aronson served as President of Regency Television LLC - 50/50 joint venture between New Regency Enterprises and Fox TV Studios. In addition to being a television executive and writer/show runner, Aronson also served as President of Witt-Thomas Films which produced the theatrical releases, Dead Poets Society, Three Kings, and Insomnia, and was the Executive Vice President of Walt Disney Television and Touchstone Television.

Mike Karz brings 18 years of film and television experience to the company. Throughout his career as a successful entrepreneur, producer, television writer and studio executive, Karz has specifically focused on creating quality films for the family and young adult market. Karz's credits include Malibu's Most Wanted, Max Keeble's Big Move, First Daughter and The Jamie Kennedy Experiment. With the formation of Generate, Karz's film and television production company, Karz Entertainment, will operate under the Generate banner. Karz is currently preparing several films to go into production later this year, including Honeymoon with Harry, the next film from Oscar-nominated writer/director Paul Haggis. In addition, Karz is managing the development of over 20 film projects set up at the major studios.

Leading talent managers Dave Rath and Kara Welker will continue to manage their roster of actors, comedians, writers, producers and directors under Generate Management. Formerly Rath-Welker, they are best known for working with some of the most prolific minds shaping comedy today as well as for producing instant comedy cult hits such as WonderShowzen (MTV2), The Andy Milonakis Show (MTV), Comedians of Comedy (Comedy Central) and late night staple Jimmy Kimmel Live (ABC). Rath began his career as a comedy booker and producer and went on to produce comedy shows on MTV, Fox, Comedy Central and VH-1. Welker began her career at the Irvine Improv. Rath and Welker joined Messina Baker Entertainment 1994 and began long standing relationships with clients such as Janeane Garofalo and Patton Oswalt. They have worked with actors, writers and comedians across the landscape of TV including Saturday Night Live and developed young talent out of The Groundlings and the Upright Citizen Brigade Theater. They built their roster of clients and began to develop, sell and produce TV shows. Prior to the formation of Rath-Welker, they were at 3 Arts

Generate ([www.GenerateLA.com](http://www.GenerateLA.com)) is based in Santa Monica, CA.