

For Immediate Release

September 20th, 2010

MELEE ENTERTAINMENT BEGINS PRODUCTION OF "THE FUNCTION"

The coming-of-age comedy will star Ben J of The New Boyz

Melee Entertainment, a leader in urban themed content, will soon begin production on "The Function;" the film is a coming of age comedy about a teenager immersed in the dance/music scene who decides to throw a party, a "Function", in order to save his parents house from going into foreclosure.

"The Function" will star Ben J of platinum selling group The New Boyz along with other key figures in the "jerk" movement including Indigo Vanity and Young Ace amongst others. The California based New Boyz' have lit the charts up this year and have sold several million downloads of their hit singles "You're a Jerk" and "Tie Me Down."

Social networking will be the key tool for the marketing of this film. The jerk movement, spearheaded by The New Boyz and the rest of the artists featured in the film, owes most of its popularity to the power of social networking. According to the most recent reports, these artists have accrued over 1 Billion hits combined worldwide. Their legions of fans will be actively recruited for the promotion of the movie; during the campaign, limited edition merchandise, exclusive announcements, and viral videos associated with The Function will be made available to fans on line.

Melee Entertainment will also set up a performance tour for the stars of the film in 15 top markets; the company is currently in discussions with various sponsors and corporations who will help co-promote the tour.

The tour will also be the platform for the casting of Melee's upcoming, still untitled feature also based on the popular Jerkin movement. The film is being penned by Toni Ann Johnson of "Step Up 2" fame. Fans in each of the tour stops will be able to audition for the producers with the hope of landing a role in the upcoming "jerkin" film.

Producers of "The Function" include Bryan Turner (former owner of the legendary rap imprint Priority Records and founder of Melee Entertainment,) Scott Aronson and Mike Regen, also of Melee, along with Shariff Hasan, who has developed and controls a multi-million dollar internet based infrastructure around the Jerkin movement, which allows the artists to retain complete creative and financial control.

Ben J of The New Boyz will also participate as a producer, and will be actively involved in all aspects of production.

Melee Entertainment is the production company behind the mega dance hit "You Got Served", the action comedy "Next Day Air," which was released by Summit Entertainment last Summer, and the recent romantic comedy hit "Love Chronicles" which stars Vivica A Fox, Mike Epps and Ving Rhames.