



screen**dreams**

Don't just watch your TV. Live with it!

PRESS RELEASE:

Screen Dreams Takes You Around the World in 120 Minutes

Screen Dreams' new "Living Earth" DVD transforms boring, turned-off flat-panel HDTV screens into a trip to the world's most beautiful waterfalls, mountains, lakes, forests, deserts, and more

PHILADELPHIA—August 13, 2008—[Screen Dreams Publishing Inc.](http://www.ScreenDreamsDVD.com), is giving all HDTV lovers a passport to the most beautiful destinations in the world, without leaving home. The company unveiled today its new "Living Earth" DVD Screensaver for flat-panel HDTVs, which features 120 minutes of 42 breathtaking, high-resolution nature photographs including cascading mountains, luscious forests, shimmering lakes, and more. Screen Dreams "Living Earth" DVD also includes relaxing musical soundtracks from Handel and Bach produced in Dolby Digital Audio.

"With our new Living Earth DVD, viewers transform their flat-panel HDTVs into a spectacular trip around the world, right in their living rooms," says Stephen Spivak, Founder and President of Screen Dreams Publishing Inc. "We're really excited about this new DVD that coincides with the launch of a redesign of our company's packaging. The colorful scenescapes and classical music are designed to work together to set a relaxing mood, while adding a new dimension to any rooms' décor."

Screen Dreams' Living Earth DVD is the company's latest offering in its "Living Series" line of DVDs that are marketed as TV accessories which transform black, turned-off flat-panel HDTV screens into lively works of art. Screen Dreams' other DVD Screensavers include "Living Aquarium Vol. 2," which takes viewers for an undersea adventure with exotic fish and bubbling sounds; "Living Fireplace," where viewers cozy up to inviting fireplaces that crackle and pop;



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PRESS RELEASE (continued):

“Living Waterfalls,” which features tropical views of colorful jungle foliage and forest locations with cascading waterfalls; “Living Beaches,” which transports viewers to the beach with images of ocean waves and chirping seagulls; and “Living Butterflies,” which enchants viewers with butterflies fluttering over high rolling hills, flowers, and grassy fields.

All Screen Dreams DVDs are compatible with home theater plasma, LCD, and all HDTVs. Options include settings to loop continuously, and switch periodically between different scenes. Screen Dreams' DVDs are available at national retailers and online at

www.ScreenDreamsDVD.com.

Screen Dreams' Living Earth DVD retails for \$14.95, and is on sale now at www.ScreenDreamsDVD.com. For more information, contact Jackie Zima at 610-228-2138 (office), #215-534-2973 (mobile), or Jackie@GregoryFCA.com. You can also contact Screen Dreams by phone at # 800-625-9000.

About Screen Dreams Publishing Inc.

Screen Dreams is the leading developer and distributor of DVD Screensavers for all home theater and flat-panel HDTVs. We're changing the way TVs are used, at home or business, by filling blank screens with vivid real-life imagery that can play continuously to provide virtual reality viewing experiences that soothe, entertain, please, and delight. Adapted from the world's most popular screensavers, Screen Dreams DVDs come complete with natural soothing sound effects and originally produced music. Screen Dreams' series of DVD Screensavers for TVs—The Living Series—turns the blank void of a turned-off flat-panel HDTV into a window that reveals real-life, vivid images of fireplaces, aquariums, beaches, waterfalls, butterflies, and nature scenes. To learn more about Screen Dreams, visit www.ScreenDreamsDVD.com.



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Company Background

Screen Dreams Publishing, Inc. is the original creator and leading distributor of digitally animated background video content designed to make flat panel TVs even more beautiful by replacing a blank TV screen with animated, vivid scenes that lighten a room and provide ambient viewing experiences. Screen Dreams' first product line titled "The Living Series" DVD Screensavers, which are adapted from the world's most popular computer screensavers and Screen Dreams own proprietary content, come complete with natural sound effects and originally produced music that can play continuously to soothe, entertain, please and delight.

In 2004, Stephen Spivak, a Philadelphia-area entrepreneur and founder of Screen Dreams, licensed visual content from two of the country's leading computer screensaver companies – RI Soft Systems and Freeze.com. Freeze.com later acquired RI Soft Systems, leaving Screen Dreams as a sole licensing partner to Freeze.com. The agreement allows Screen Dreams to produce and market more than 50 computer screensavers with a variety of themes and convert them into DVD format and other distribution platforms such as embedding these computer screensavers into digital television units.

Screen Dreams successfully launched its first four 'Living Series' DVD Screensavers which included Living Beaches, Living Marine Aquarium, Living Waterfalls and Living Butterflies in March 2005. Screen Dreams DVDs are the world's first animated TV screensavers on the market and originated from popular computer screensavers that were licensed from Freeze.com. After its launch, Screen Dreams participated in high-profile events, including Live 8 and The Latin Grammy Awards, and more. Additionally, Screen Dreams DVDs was chosen as the front cover of Discmakers catalog, while Circuit City exclusively used the Screen Dreams content in a consumer training video that gets handed out to over 800,000 customers that purchase Big Screen TV warranties.

In the fall of 2005, Screen Dreams launched its fifth DVD Screensaver product titled "Living Fireplaces", an addition to the Living Series product line. The Living Fireplaces DVD Screensaver was not licensed from Freeze.com, but instead was developed and produced exclusively by Screen Dreams Publishing, Inc. The Living Fireplaces DVD Screensaver was filmed in High Definition (HD) and widescreen format, includes eight fireplace scenes and six musical background soundtracks. In December of 2006, Screen Dreams released its sixth DVD Screensaver, and second one filmed in High Definition (HD), titled "Living Marine Aquarium Volume 2". This new DVD Screensaver was developed and produced exclusively by Screen Dreams Publishing, Inc. and it includes scenes of 12 live fish-tanks and real exotic fish and other amazing underwater sea life.

Screen Dreams' collection of "Living Series" DVD Screensavers transform the unattractive black void that exists on a turned off flat-panel TV screen into a virtual aquarium, beach, waterfall, fireplace, or butterfly scene. Screen Dreams DVDs come with multiple animated scenes and can be played with music, sound effects, both, or neither. Each DVD retails for \$14.95 and is available at www.ScreenDreamsDVD.com.



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Stephen Spivak Biography

Stephen Spivak is President and Founder of Screen Dreams Publishing, Inc., the leading developer and distributor of DVD Screensavers designed to transform blank, flat-panel HDTV screens into beautiful scenes of virtual Aquariums, Fireplaces, and more. With a record of success as an entrepreneur, Spivak has more than 15 years of experience in business management, strategic marketing, team building, and effective organizational communication skills.

Prior to Screen Dreams, Spivak worked as Director of Foodservice Operations for Hope's Cookies. In this role, he was responsible for planning and coordinating the launch of the new foodservice division of Hope's Cookies, and worked closely with the company's sales and marketing, strategic planning, and operations divisions. Spivak also developed and implemented the back-end systems that managed this foodservice division's daily operations, whose revenue grew from zero to \$3 million in three years.

Before that, Spivak founded his own television production company, Electric Light Films. In this venture, he worked on developing and marketing the University of Pennsylvania's nationally syndicated radio, music, and talk show "World Cafe" into a television show. As Executive Producer of the "World Cafe" television pilot, Spivak acquired three licensing and distribution agreements from television companies, including Warner Brothers (domestic, cable, and pay TV of "Hard Rock Café"), the cable ready of "Inside the Actors Studio," and the public television syndicator American Program Services.

Spivak's entrepreneurial career began when he founded a successful home and office delivery dry cleaning business - Dryve Cleaners, with his best friend from elementary school. This innovative business serviced more than 2,000 corporate clients in the Philadelphia area, and was sold for profit at 30 times their original investment.

Spivak received a Master's degree in Organizational Dynamics from the University of Pennsylvania, Philadelphia, and a Bachelor's degree in Sociology from Temple University, Philadelphia.

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Product Sheet

Americans love their flat panel high-definition TVs as over millions of them have been sold since their inception. But, it's precisely their size and ubiquity that makes them problematic, especially when they're turned off. Now, a series of DVD Screensavers from Screen Dreams provides a new way for consumers to beautify and gain additional use from their investment by replacing a blank HDTV screen with vibrant scenes that lighten a room and provide ambient viewing experiences to soothe, entertain, and delight.

Each DVD features multiple scenes that come with originally produced or licensed music and natural sound effects in Dolby Digital. Additionally, each DVD contains approximately 90 to 120 minutes of total content, continuously loops (auto repeats) and is designed to reduce the possibility of burn-in. Screen Dreams DVD Screensavers are formatted for all NTSC regions including North America, Latin America, Southeast Asia, and Japan. Screen Dreams launched its business with the "Living Series," which includes the following DVD Screensavers:

Living Marine Aquarium Volume #2 - Modern and stylistic, this mesmerizing DVD was filmed in vivid High-Definition (HD) video and is this year's hottest holiday gift and a new must-have TV accessory. Living Marine Aquarium Volume 2 has twelve fish tank scenes unique filled with tons of beautiful, tropical fish.

Living Fireplaces – This 90-minute DVD is shot in high-definition video and has something for everything, with eight scenes of roaring fireplaces and six different music soundtracks that can be mixed and matched to fit any mood or décor. All scenes include natural sounds effects and ambient music such as smooth jazz, acoustic guitar, Christmas tunes, and more.

Living Marine Aquarium – This 103-minute DVD features three scenes of vibrant tropical fish amid jagged coral reefs, plus playful schools of fish swimming in unison. The DVD also includes natural, ambient sound effects such as bubbling water, and originally produced soothing background music.

Living Beaches – This 93-minute DVD screensaver offers viewers three beach scenes: a secret cove, a summer's point and a red sunset, plus beautifully animated dolphins, windsurfers, and sailboats appearing in the distance. Also, this DVD includes natural, ambient sound effects including waves rolling in and soothing background music.

Living Butterflies – This 103-minute DVD screensaver enchants viewers with three scenes of colorful butterfly species in their natural habitats: a spring meadow, a majestic mountain view, and a tropical garden waterfall, plus a brilliant array of flowers. This DVD also includes natural, ambient sound effects of birds chirping and a calming musical soundtrack.

Living Waterfalls – Play this 97-minute DVD that offers viewers three waterfall scenes: a cliff-top cascade, a rippling mountain stream, and a lush lagoon, plus colorful parrots, flamingoes, and beautiful rainbows that appear in the mist. Also included are natural, ambient sound effects such as rushing water and a serene music soundtrack.

Each Screen Dreams DVD retails for \$14.95, and is available at www.ScreenDreamsDVD.com.

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