



Nashville, TN

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For immediate release:

Guerilla Productions' TV Campaigns to be marketed by Film House

Film House, Inc. and Guerilla Productions have announced an agreement under which Film House will serve as the exclusive worldwide marketing agent for Guerilla's catalog of syndicated television spots for radio stations.

Under this agreement, Guerilla Productions CEO and creative director Steve Stockman will consult with Film House on the execution of spots sold under the agreement and will be available to direct new versions of the spots.

"We've always had a high regard for the creativity and quality of Steve's work. He has that same marketing mindset that drives Film House—the idea that ratings are the most important measure of success," said Film House CEO Curt Hahn. "To be able to offer these proven spots to our client stations is an exciting opportunity, plus we get to work with someone we've always respected."

In making the announcement, Stockman added, "Film House continues to be the leader in the industry. As I've turned my focus to feature-length projects, it was a no-brainer to put my work for radio stations in the capable hands of the folks in Nashville." Stockman recently completed work as writer/director on his first feature film, "Two Weeks," starring two-time Academy Award winner Sally Field, Ben Chaplin, Tom Cavanagh and Clea Duvall. Film House unit Transcendent, LLC. co-produced the film, which was shot in Nashville.

The Guerilla Productions spots can now be seen on the Film House website (www.filmhouse.com). For information on pricing and availability, contact Film House Sr. VP Wayne Campbell at 615-255-4000.

Film House started creating and producing TV spots to promote radio stations in 1981, quickly becoming the worldwide leader in this specialized niche. Film House has grown over the past 25 years to become the largest film and video production company in Tennessee and one of the largest producers of TV commercials in the US.

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