

**FOR IMMEDIATE RELEASE:**

## **SPORTSHD PRODUCTIONS PARTNERS WITH LEADING STOCK FOOTAGE SUPPLIER THOUGHT EQUITY**

### **Thought Equity Named Non-Exclusive Agent for SportsHD's High Definition Stock Footage**

**Denver, CO – January 20, 2006** SportsHD Productions, a new sports-based television production company, has finalized a non-exclusive agreement with Thought Equity, a leading supplier of motion content licensing and management to the entertainment, corporate, and new media production industries. Under the terms of the agreement, Thought Equity will have access to SportsHD programming for license to various outlets as stock footage. The announcement was made today by Matt Bortz, President & Chief Operating Officer, SportsHD and Kevin Schaff, Founder & Chief Executive Officer, Thought Equity.

“Thought Equity is an innovative stock footage licensing and management services company that holds the largest online stock footage library,” commented Bortz. “The company’s fast growth and diversity of premium quality content, including sports footage, makes Thought Equity an ideal stock footage partner.”

“We have seen enormous growth in our business in the high-definition arena, and we are excited to represent and license SportsHD’s diverse roster of sports and non-sports HD footage to our worldwide base of production customers,” added Schaff.

#### **ABOUT SPORTSHD:**

SportsHD Productions, Inc. ([www.SportsHD.com](http://www.SportsHD.com)) is a sports-based television production company that develops programming in both high definition and standard definition. The company is focusing on meeting the anticipated exponential growth of HDTV and is addressing the dearth of sports-oriented HD programming. SportsHD specializes in “docu-sports” projects that combine the best of documentary and traditional sports programming. The company's features capture the drama, competitor interaction, and physical, mental and emotional ups and downs of athletic competition. SportsHD's relationships with key figures in the sports world -- combined with the intimacy HD technology allows -- permits viewers to “get inside” the world of sports like never before.

#### **ABOUT THOUGHT EQUITY:**

Thought Equity is headquartered in Denver, Colorado, and is a world wide supplier of motion content licensing and management to the entertainment, creative and corporate production industries. The company’s site, [www.thoughtequity.com](http://www.thoughtequity.com), is the

premier resource for production professionals who need instant access to the world's finest film and HD content for their broadcast, cable, wireless and other new media productions and programs. For more information about Thought Equity, visit [www.thoughtequity.com](http://www.thoughtequity.com).

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