

NEHST News

LARRY MEISTRICH LAUNCHES NEHST STUDIOS

New York, NY, May 15, 2007 – Industry veteran Larry Meistrich announces the launch of Nehst Studios – a diversified film production, financing and distribution company – today in New York. The company will be headed up by Meistrich and entrepreneur Ari D. Friedman along with a group of well known industry executives.

“NEHST (pronounced NEXT) will create features, television, direct-to-web content, and unique spin off products and services with a special emphasis on the strong connection to the consumer,” commented Meistrich. “Next generation content production, distribution, and technology will be the foundation of the new company,” commented Friedman.

Perhaps best known for founding indie shop The Shooting Gallery, Meistrich also launched the innovative distribution company Film Movement and produced such high profile films as “Sling Blade,” “You Can Count on Me,” “Belly,” “Laws of Gravity,” and “Croupier.” Friedman created, launched and eventually sold homedelivery.com and has a successful track record in real estate and technology.

Rounding out the NEHST team of executives are indie producer Dana Offenbach who is President of the Production Group, former Miramax and Focus Features executive Bill Keys serves as President of Distribution and Fusion Media founder Jeff Silverstein is President of Access + Learning, the web content and consumer network.

Additional information about NEHST film fund, launch partners and initial properties will be forthcoming.

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More Information on NEHST executives:

Ari D. Friedman – President

Ari Friedman has an enviable track record in entrepreneurship, real estate and technology. Among his accomplishments was the creation and sale of "homedelivery.com" as well as founding indie record label Chemical Music.

Dana Offenbach – President of the Production Group

Dana Offenbach has a long career producing features, commercials, documentaries and music videos. Dana co-produced the indie hit "Hav Plenty," the international romance "Memsahib" and produced and directed her own feature "Love and Orgasms."

Bill Keys – President of the Distribution Group

Keys has worked with Miramax, Artisan, and Focus Features. He was co-founder and Head of Acquisitions for Film Movement, and has executive produced and produced award winning films. Bill has judged at top film festivals including Tribeca and Urbanworld.

Jeff Silverstein – President of the Access + Learning Groups

Silverstein heads up NEHST's web content and consumer network. He was founder and CEO of legendary interactive video firm Fusion Media, where he designed award winning productions for top companies such as Sony, AT&T, and IBM. He has a long career in production, writing and publishing.