

AVENUE · SIX

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LA's Avenue Six Studios Gives RICE and KINGSTAR DIRECT a Workout

Los Angeles, CA (January 21, 2009) – Canadian production company, Kingstar Direct Response recently completed work on their new infomercial shoot at Los Angeles' premiere studio facility, Avenue Six Studios.

Production Manager Shawn Cheyene oversaw the action for a new fitness product, "Workout 180" with Director I-Li Chen and Set Decorator Susan Genito.

Football and "Dancing With the Stars" Superstar Jerry Rice was tapped to topline the commercial shot over several days at the Avenue Six facility.



Set Decorator Susan Genito noted, "We were so pleased with all of the amenities provided to us by the Avenue Six crew. In addition to their incredibly professional staff, the fact that they have studio prop rentals available on site, made our job that much more efficient. We enjoyed the studio's convenient location and the fact that the facility is new and immaculate makes it a pleasure to spend even long hours working there."

As Hollywood's hottest new film and television facility Avenue Six Studios (<http://www.avesix.com/>) continues to be a sought after location for Los Angeles based production companies. The New Avenue Six Studio Complex offers one of the industry's most versatile shooting environments. Located minutes from Burbank, Hollywood and entertainment giants such as Warner Bros., Raleigh Studios, Universal and Disney, Avenue Six is expertly equipped. Avenue Six Studios also features the Rezon8 Living furniture line as prop rentals. Additionally, a growing collection of award-winning contemporary and classic retro designs by Avenue Six Furniture is also available to the industry. Avenue Six Furniture is a sister company to Avenue Six Studios and a wholesale furniture company that offers a wide range of original and highly innovative ready-to-assemble (RTA) furniture designs for home and office.

The \$ Multimillion 20,000-square-foot facility includes two stages for all types of production. It also boasts several thousand square feet of office and other behind-the-scenes space. Avenue Six was recently chosen by Lifetime Television and executive producers Ron Ward, Yann DeBonne and Robert Pritchard for the channel's latest reality offering starring psychic Lisa Williams. Several episodes for the noted psychic medium's new show were shot at Avenue Six by LAD Productions, a Merv Griffin Company. It stars Williams at her psychic best. On the advertising side, Director Leon Melas and Square One Entertainment have created magic in the kitchen for their latest Shamwow product, Slap Chop. Shamwow frontman Vince Offer utilized Ave Six Studios' east stage "Kitchen set" to create the proper mood for the company's new infomercial.

Visit the Avenue Six Studios virtual tour on their website at <http://www.venuesixstudios.com/>. Prop sales and rentals will be offered by appointment only. To schedule an appointment for studio facility rentals or prop sales, contact samantha@avesix.com or call 818.933.0818. You can also visit the website at <http://www.avesix.com/>.

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