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Contact:
Eric Eddy
double E communications
212.941.7590
email: eric@doubleecomms.com

SHILO CREATES PAIR OF VIRAL SPOTS FOR SCION xB PRELAUNCH CAMPAIGN

NEW YORK, NY – March 6, 2007 — Emmy-award winning company Shilo (www.shilo.tv) recently completed work on two spots, entitled “Round to Square” and “Cube,” for carmaker Scion via global creative and brand-engineering agency ATTIK.

ATTIK launched Scion’s xB prelaunch campaign over the past week, using a variety of guerilla marketing techniques. Shilo created the two mini virals, both open interpretations inspired by the car’s boxy design, for streaming on www.want2Bsquare.com, the website ATTIK created as a focal point of the campaign.

Creating two eerie but wildly entertaining spots, Shilo reinforces its design-infused storytelling capabilities with “Round to Square” and “Cube.” Featuring simple one-line drawn animation, “Round to Square” documents the self- transformation a circle makes to re-shape itself into a square. “Cube” blends together live-action, character animation and compositing when the Astor Place cube suddenly springs to life as a larger-than-life psychotic monster. Caught on a fleeing spectator’s camcorder the creature makes its way down 4th Avenue.

ABOUT SHILO

Shilo’s daring band of artists, designers, and directors strives to push the boundaries of contemporary commercial production and strike a nerve in an ever-numbing audience. The Company is distinguished by its passion for “design-infused storytelling.”

Shilo authors emotive and groundbreaking visual experiences through its application of live-action, design, and animation all seamlessly combined with music and sound design. Creating an unmatched hybrid of storytelling and visual artistry, the Emmy® Award-winning bicoastal company has the capacity and experience to originate ideas and handle all aspects of production - from concept through completion - with superior creativity and production excellence.

Shilo has studios in New York and Del Mar, California. For more information or to request a reel contact Tracy Chandler at 212-352-2044 or visit Shilo online at www.shilo.tv.

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