

BIG M ENTERTAINMENT AND THE BACKSTREET BOYS HOWIE DOROUGH BEGIN PRODUCTION OF REALITY SERIES CONCEPT

Van Nuys, CA - 9/29/10 - Mr. Marvin Williams, President of Big M Entertainment, and Mr. Howie Dorough, member of the Backstreet Boys, have begun collaboration on a music based reality series. "While there is a high level of secrecy surrounding the full disclosure of information related to the series, one thing that can be made mention of is the excitement of working with Howie to put the finishing touches on the show's concept while also raising the entertainment value of the project through his involvement." Says. Mr. Williams, President.

The series will spotlight a subset of the music world already appreciated globally.

The Backstreet Boys, one of the most successful groups in music history, with countless #1s, record-setting tours, and worldwide sales in excess of 150 million are also among pop's most influential. For more than 16 years, the Backstreet Boys have delivered the very finest pop music has to offer – tightly crafted songs, floor-shaking rhythms, and unmistakable harmonies.

Big M Entertainment, an independent production company, has sub-contracted and produced motion graphics related projects for music artists signed to Interscope Records, Universal Music Group and Disney Music. In addition the company has also paired with producers from Sony Screen Gems on independent TV/Film projects.

Disclosure:

All statements provided herein are considered "forward looking statements" and any future events that may impact projects in collaborative production from either or both companies are unexpected and/or unintentional. Any information released regarding any projects in pre-production is subject to change without notice to both the media and public.

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