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For Immediate Release

Media Alchemy Selected for Microsoft Office Originals

Award-winning production house honored with video profile shown at MacWorld Expo and on Microsoft's Mactopia site.

Seattle, Washington – February 20, 2007 - Media Alchemy, Inc., the award-winning Seattle-based media production company, was chosen for Microsoft's 2007 Office Originals program. Every year the Microsoft Macintosh team focuses on exceptional companies who have made Microsoft Office an integral part of their business by featuring profiles at the Microsoft booth at MacWorld Expo and on the Microsoft MacTopia site.

The Office Originals program celebrates successful companies using Office for Mac to manage, create, and share information. In addition to an online text profile on Mactopia (<http://www.microsoft.com/mac>), Microsoft also sent a video crew to shoot footage of the Media Alchemy post facility and interview company president and executive producer Erik Holsinger. The final video was shown to thousands of Macintosh enthusiasts at the Microsoft booth throughout the MacWorld Expo conference at the Moscone Center in San Francisco.

'We're delighted to be a part of the Office Original profiles,' said Erik Holsinger. 'Microsoft Office has become a major tool in all of Media Alchemy's productions, from creating storyboards and scripts with Word, using Excel for budgets and project management, to creating multi-screen productions with PowerPoint. [Microsoft] Office is also key to maintaining communications with all of our clients – no matter what computer platform they use.'

The Office Originals video also focused on Media Alchemy's innovative use of PowerPoint to create multi-screen presentations. 'Using PowerPoint and third-party software, we've been able to quickly put together sophisticated five screen PowerPoint presentations,' noted Holsinger. 'Because of the way PowerPoint integrates with all the other Microsoft Office applications, it was easy to collaborate with the client as we revised the final presentation. Now our PowerPoint presentations contain everything from real-time 3D animation to digital video files, all of which the presenter can access instantly.'

The full profile on Media Alchemy, Inc. can be viewed at
<http://www.microsoft.com/mac/community/officeoriginals.aspx?pid=erikprofile>.

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About Media Alchemy

Media Alchemy, Inc. is a Seattle-based production company that prides itself in transforming ideas into extraordinary media. Combining state-of-the-art media technology with traditional story telling, Media Alchemy brings together top creative talent to create unique, award-winning productions. Providing invaluable production expertise gained from decades of production experience, Media Alchemy's projects have been shown in everything from interactive theme park rides to broadcast video productions. For more information about Media Alchemy productions and services, go to <http://www.media-alchemy.com>