

# **PRESS RELEASE**

FOR IMMEDIATE RELEASE

October 5, 2002

## **SLINGSHOT ENTERTAINMENT BRINGS THE AWARD-WINNING CHRISTIAN ROCK BAND, PILLAR, TO DVD AND VIDEO FOR THE FIRST TIME!**

***Pillar: On the Road, All Day Everyday Hits Streets***

***October 8, 2002 With An Up-Close Look At One of  
America's***

***Top Christian Rock Bands!***

LOS ANGELES – Fans will be given an insider's look into the life of one of America's top Christian rock bands this fall with the October 8<sup>th</sup> release of ***Pillar: On the Road, All Day Everyday***. The 50-minute "rockumentary" follows the band as they travel around the country performing. Filled with chart-topping music, exclusive interviews, 41 minutes of behind-the-scenes footage and the music video "Open Your Eyes," ***Pillar: On the Road, All Day Everyday*** will be available nationwide on DVD for a suggested retail price of \$19.99. The VHS version will be available day-and-date for a SRP of \$14.99.

"We were impressed with the band's achievements," commented Mitch Perliss, Vice President and General Manager of SlingShot Entertainment. "While the overall music market has declined, the Christian market has seen a 17% increase in sales since 2001. With that in mind, it was a natural movement to expand into the VHS and DVD market. This is the first in a long line of Christian rock DVDs and videos that we expect to release over the next few years."

"We, as a band, are so excited to put our day-to-day life on the road on DVD," stated Michael Wittig, *Pillar's* bass player. "After watching it, we hope all our fans are blessed with the same experience we had in making this DVD and can

strengthen our message. What better company to get this in the hands of the people than SlingShot.”

**Pillar** is an award-winning Christian hard rock band that has achieved tremendous recognition in a short period of time. Their first album produced by Flicker Records was awarded “Best Hard Rock Album of the Year” at the 2001 Dove Awards. Readers of HM magazine voted them the #1 Best New Band in 2000. They received another Dove Award in 2002 for “Best Hard Rock Recorded Song of the Year.” *Pillar’s* second album sold over 8,000 units in its first week. They tied for the longest running number one single on the Christian radio charts – 11 weeks for the song, *Fireproof*.

Segments of ***Pillar: On the Road, All Day Everyday*** have had special airings on Cornerstone TV, FamilyNet TV, and I-Lifetv (digital division of INSP). Cornerstone TV has over 100 affiliate stations including nationwide satellite outreach through Sky Angel.

***Pillar: On the Road, All Day Everyday***, was produced by Vinny Sorrentino and Hollywood Christian Films, Inc. Sorrentino is an award winning filmmaker who has been honored for two of his films. In 1990, his film "The Sidewalk Motel" won a Gold Award at the Houston International Film Festival, and "The Modernization of New Jersey Steel" was given the Director’s Choice Award at the Thomas Edison/Black Maria Film Festival in 1995.

SlingShot Entertainment is the world’s largest distributor of large format films on DVD and video. Located in Burbank, CA, SlingShot is affiliated with The Enterprise Group, a multi-media conglomerate that provides a variety of world-class services for audio, video, DVD, interactive and live productions. Enterprise Studio was named the #2 Mixing Studio of 2001 by Billboard Magazine. SlingShot’s complete DVD collection ranges from an eclectic mix of movies originally presented in IMAX® theaters to cult and classics films, award-winning music titles and a host of animated features for all ages.

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