



FOR IMMEDIATE RELEASE

Contact:

Sarah Avery

TM Advertising for Reel FX

972-830-2267

sarah.avery@tm.com

## **Radium Merges with Dallas' Reel FX**

DALLAS, March 7, 2007 – Dallas-based Reel FX, a design and CG animated content producer for feature films and commercial advertising spots, today announced a merger with Radium, the California-based digital studio. The combined group will boast an artist pool of more than 130 talented individuals.

“This is a wonderful opportunity for all of us,” said Jonathan Keeton, cofounder and president of Radium. “Reel FX is a leader in technology and the development of intellectual properties. By combining our studios we are creating a new entity capable of greater depth in all areas – a new entity where the whole is greater than the sum of its parts.”

“Radium is one of the best creative shops in the nation,” said Dale Carman, cofounder of Reel FX. “We’ve long admired its work for clients like Adidas, GMC and Target. It is a fantastic opportunity to bring together two like-minded organizations to build something very unique for the industry.”

“Further developments will be announced as the companies complete the integration plans,” stated Steve O’Brien, CEO of Reel FX. He added, “the combination of both organizations’ broad capabilities in advertising and entertainment positions us as a leading player in emerging media such as branded entertainment, online and viral campaigns and mobile platform marketing/entertainment.”

### **Background on Radium**

Radium is a digital effects studio that was founded in 1996 by Creative Directors Jonathan Keeton and Simon Mowbray. The studio specializes in using elegant technical solutions to eliminate the gap between ideas and execution. Radium clients include BMW, Capital One, Disney, Dove, Frito-Lay, Havoline, HBO, The Home Depot, Honda, Nike, Sony, Target, Volkswagen and Wendy’s. Visit [www.Radium.com](http://www.Radium.com).

### **Background on Reel FX, Inc.**

Reel FX, Inc. was founded in 1993 as a creative studio that designs and produces visual effects, animation, motion graphics and design for commercial advertising spots and entertainment, including feature films and related projects. Visit [www.ReelFX.com](http://www.ReelFX.com).

###