

For Immediate Release

March 20, 2008

**“THE CULT OF SINCERITY” FIRST FEATURE FILM TO HAVE WORLD-PREMIERE ON
YOUTUBE**

Redemptive comedy sees friendship, regret, and hope in an age of cynicism

Brooklyn, NY – In what many are calling a “tipping point” in independent movie distribution, three redemptive filmmakers, in partnership with YouTube, will release their feature-length film free of charge on the world’s most popular video sharing website. The world-premiere of “The Cult of Sincerity” is slated for April 8, 2008.

“Five years ago, even two years ago, releasing a full-length feature online would not have been possible,” said filmmakers Adam Browne, Brendan Choynet, and Daniel Nayeri of Cult Classics, LLC. “Independent filmmakers are democratizing Hollywood. The online generation is looking for good content, and we believe ‘The Cult of Sincerity’ will be embraced by the college and career audience.”

An intellectual and off-beat comedy set in New York, the film’s main character, Joseph, starts a “cult of sincerity” to confront the perceived unhappiness, cynicism, and boredom of his generation. He wants to find something to believe in, something simple enough to put on a T-shirt. Reminiscent of Don Quixote, Joseph sets off to find the most genuine thing you could ever say to someone. The Cult of Sincerity is a witty exploration of changing friendships, permanent regrets, and hope in the age of irony.

Cult Classics is creating a new revenue model for independent filmmakers. By partnering with the independent music website, AmieStreet.com, the film will be available to audiences free of charge, while still generating revenue for the filmmakers and providing financial support for an African charity.

The goal is to get viewers to watch “The Cult of Sincerity” on YouTube, as well as sign-up with AmieStreet.com through the film’s link at www.amiestreet.com/cultofsincerity where the registrant will receive two free songs and the filmmakers \$2. Cult Classics also is offering a mobile download (iPod, portable device) for the discounted price of \$3, with 2/3 of the money going to Fount of Mercy, a respected charity that helps children in Africa (www.fountofmercy.org).

“This is the triple-bottom-line approach to entertainment,” said Erik Lokkesmoe of Different Drummer, a global grassroots marketing company that is promoting the film. “Three things happen when people watch this film. They support the independent filmmaker. They receive free songs and an entire online experience. And they help a charity. This is the future of film.”

For more information on “The Cult of Sincerity,” contact Ben Laurro at Pure Publicity or visit www.cultofsincerity.com. Advanced online screenings for reviews are available upon request.

“THE CULT OF SINCERITY”
FILMMAKER BIOS

Adam Browne

Adam Browne, co-director of “The Cult of Sincerity,” is an editor, cinematographer, and musician. He holds a BFA in film from NYU's Tisch School of the Arts, and co-owns the television and video production company, Plywood Pictures, with Brendan Choisnet. Their company has created countless short-form projects in the non-profit, corporate, and advertising spheres. Adam has also edited two feature-length documentaries and a number of television specials. When he can he enjoys making music on his guitar, his computer, or any other instrument he can get his hands on. He lives in Brooklyn, NY with his wife, Renée.

Brendan Choisnet

Brendan Choisnet, co-director of “The Cult of Sincerity,” is a director and producer. After graduating from NYU's Tisch school of the Arts he has directed over 100 short-form projects throughout the United States and Europe. His projects have had over 1 million copies distributed worldwide. “Cult” is his feature-film debut and he is now developing numerous television and feature length projects. Brendan lives with his wife, Meaghan, and their two cats in Brooklyn.

Daniel Nayeri

Daniel Nayeri is the writer/producer of *The Cult of Sincerity*. His novel, *Another Faust*, co-written with his sister, Dina Viergutz, is the first volume of their young adult series and will be published by Candlewick Press. He loves Pastry Cheffing and Street Fighter 2, hates the word “foodie,” and is an award-winning stuntman.