



**ICE 2007 "The World's Coolest Interactive Media Event"™
Comes to Toronto, March 21 and March 22, 2007**

**From Broadcast to Broadband
ICE 2007 Has Entertainment Covered!**

Christopher Coppola, Co-Founder of Ears XXI Studio
Reveals His Personal Deal-Making Strategies
At Session Devoted to Interactive Entertainment Production

Toronto, ON, March 13, 2007 – Christopher Coppola, Co-Founder of Ears XXI, a state-of-the-art digital studio that focuses on digital production for film, television, and new media, will reveal his personal deal-making strategies at "The Virtuous Circle: 360° Deal-Making that Pays", one of several sessions devoted to interactive entertainment at the upcoming ICE: Interactive Content Exchange, the world's coolest interactive media event™. Presented by the New Media Business Alliance (NMBA), ICE 2007 takes place March 21 and March 22, 2007 at The Carlu in Toronto.

Christopher Coppola, the older brother of actor Nicolas Cage and nephew of director Francis Ford Coppola, is a man of many talents. A leader in digital content production, he has taken the "long tail" approach when it comes to producing: teaming with other independents, developing original content, and creating educational ventures such as "Project Alternative Hollywood" or PAH-Flicks.

Recent Ears XXI projects include a co-production deal with The Tom Lynch Company to produce the television series "Semester" and "The Team" for Nickelodeon, and with PRN to produce "HD American Portraits", a series of three-minute video art portraits airing on the Wal-Mart TV Network (in-store). The company is currently producing the pilot for a ½ hour television show "Biker Chef". The show combines high-energy cross-country adventure with humor, local culture, motorcycles and darn good eats.

In addition, Ears XXI has teamed with the San Francisco Art Institute (SFAI) to establish the first high definition video research lab in the San Francisco Bay Area. The lab's goals are to give both undergraduate and graduate students the ability to experiment with and discover new possibilities for using high definition technology.

Christopher Coppola has completed eight feature motion pictures. His most recent project, "The Creature of the Sunny Side-Up Trailer Park" (a.k.a. "Bloodhead"), had its world premiere during the 2003 Toronto International Film Festival.

For more about Christopher Coppola and Ears XXI, go to <http://www.earsxxi.com>.

ICE DETAILS:

ICE 2007 is produced by the New Media Business Alliance, the trade association for interactive digital media content production companies in Ontario. ICE 2007 is made possible with the support of the Department of Canadian Heritage through Telefilm Canada's Canada New Media Fund, the Ontario Media Development Corporation on behalf of the Ministry of Culture, and the Bell Broadcast and New Media Fund.

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For information and complete registration details, go to <http://www.ice07.com>

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