



## A BRAND EMERGES FROM THE SHADOWS

Scottsdale, AZ Sep 17<sup>th</sup>, 2009, A question being floated by pundits... "Are *Shadow Dancers* the next *Girls Gone Wild*?" With the growth of the *Shadow Dancers* Brand the answer tends to be, yes! In many facets it is a mega-brand and currently there seems to be no end to the variety of editions that consumers snap up, (currently there are 15 on DVD with several more in production). The Brand just passed the 'one million dollars in sales' plateau and has shipped to over 60 countries. GCG's deal with Harrah's Entertainment gives it access to Harrah's onsite retail stores and the prestige of two large windows on the Las Vegas Strip right across from Caesar's Palace.

The growth of the brand has run parallel with the addition of large viewing screens in homes and businesses. Screens are no longer for just everyday television viewing; they are now being utilized for gaming and entertaining like never before. When people throw parties or events they don't want a big grey space on the wall, they want living art that enhances the environment, in this case a slice of the club scene. This development has been mirrored in the film & TV industries as the Licensing of *Shadow Dancers* into movies and shows increases. (Rob & Big, *Battlestar Galactica*, *Dark Blue*, *Bad Girls Club*, *Rad Girls*, *True Life*, *Supernatural*...)

Retailers have had little trouble moving *Shadow Dancers* on DVD when they are in stock; returns have been virtually zero, pointing to a lack of product at retail. GCG also boasts other living art releases that enjoy rich sales including "*Fireplaces, Fishtank & Lava*" which for the last 2 years has been the top selling virtual fireplace DVD on amazon.com competing and beating out major studio releases. Other popular titles are *Trippin' on Christmas*, *Lava Bubbles (Full Screen Lava Lamps)*, *Zen Candles*, and its selection of VJWorld Visuals Ambient Visual titles.

Along with its strong online sales, GCG is now looking to expand its retail reach to make access to its titles easier for consumers to purchase locally at brick & mortar locations and is actively talking with distributors and retailers.

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