

## **LIFEFORCE ENTERTAINMENT TO LAUNCH NEW SOCIAL ENTERTAINMENT SITE FEATURING ORIGINAL WEB SHOWS ON JANUARY 20th**

*Toronto based production company believes the future of television is on the internet, and plans to launch a new social networking website around their original web shows at [www.lifeforceentertainment.com](http://www.lifeforceentertainment.com)*

Toronto, January 13, 2009 – Lifeforce Entertainment, a Toronto based production company specializing in web series and branded entertainment is gearing up for the launch of a new social networking site, centered around their four web shows. The site, which has been in development for the last six months, launches in beta in 6 days and will contain a host of social networking features for users to stream their four web series. Shows such as “The Men’s Room” and “Byte Club” will make the move to [lifeforceentertainment.com](http://lifeforceentertainment.com) and new shows “Table Topics” and “Angels – Local 437” will launch simultaneously with the site. “The ways to consume professional produced content are changing” says Lifeforce Entertainment president J. Michael Dawson. “You no longer need expensive cable and satellite subscriptions to enjoy your favorite shows anymore. You can find them on the web, for free, along with a host of other content that goes way beyond what is user generated and thrown up on YouTube.”

Launching in just 6 days on January 20<sup>th</sup>, 2009, [lifeforceentertainment.com](http://lifeforceentertainment.com) will present a generation with a new way of watching TV. All original and consisting of a variety of different genres, from scripted comedy, educational, self-help, and reality [lifeforceentertainment.com](http://lifeforceentertainment.com) has something for everyone with no fees, or territory restrictions. The site will also host programming from other local filmmakers and production companies looking to bypass the traditional distribution systems in favour for a streamlined process, with more accurate analytics and view statistics.

### *About Lifeforce Entertainment:*

Lifeforce Entertainment is a Toronto based production company, specializing in creating original online content and branded entertainment for the web. They are the founders of one of the first online social networkers in Canada to feature exclusive professional content in an ad supported format, and currently have four web series that launch weekly, with another four slated for production in 2009.

If you would like more information about LifeforceTV or Lifeforce Entertainment, please contact:

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