

LIFEFORCE ENTERTAINMENT LAUNCHES NEW SOCIAL ENTERTAINMENT SITE FEATURING FOUR ORIGINAL WEB SERIES – lifeforcetv.com

Toronto, January 20, 2009 – Lifeforce Entertainment, a Toronto based Production Company specializing in web series and branded entertainment has launched a new social networking site, centered around their four original web series. The site, which has been in development for the last six months, launches in beta today and contains social features mixed with high quality video to stream their four web series. All original content and consisting of a variety of different genres, from scripted comedy, educational, self-help, and reality, lifeforcetv.com is a new way to enjoy television with no required subscription, fees, or territory restrictions. "The ways in which we consume professionally produced content are changing" says 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 user generated content".

Two new web series launch on lifeforcetv.com today. The first is *Angels – Local 437*, a scripted comedy following two lackluster Angels climbing the corporate ladder of Heaven, starring Ennis Esmer (CTV's *The Listener*) as "Nate" and Tom Barnett (*This is Wonderland*, *Flashpoint*), as "Joel". The second is *Table Topics*, a new talk show for young women covering current events and pop culture, and hosted by Lily Cheng, Natalie Duddridge and Jamey Ordolis. The shows will release weekly with 10 and 20 episodes respectively. They join Lifeforce's two existing web series, *Men's Room* & *Byte Club*, both of which are being re-launched on the network with ten new episodes still to air between the two of them.

About Lifeforce Entertainment:

Lifeforce Entertainment is a Toronto based production company, specializing in creating original content and branded entertainment for the web. They are one of the first in Canada to create an online social network around professionally produced web series using an ad-supported model. Lifeforce Entertainment currently has four web series that launch weekly, and another four slated for production in 2009.

For more information about Lifeforce Entertainment and any of their web series, contact:

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