



GreenLight Fact Sheet August 2009

GreenLight is a global media licensing, talent negotiation and rights representation consultancy providing corporate, advertising and media clients access to music, film and other entertainment content and celebrities. GreenLight works with the world's leading advertising agencies and multinational companies to create innovative advertising, packaging and products. GreenLight's rights representation group manages the personality rights of many of the world's most iconic personas. A Corbis brand, GreenLight is based in Los Angeles and serves clients in more than 50 countries. For more information, visit www.greenlightright.com.

Rights & Music Clearances and Talent Negotiation

GreenLight negotiates third-party clearances for all types of intellectual property including celebrities or their estates; iconic feature film and TV clips; iconic music and audio; athletes and sports leagues; brands, copyrights, trademarks, and logos; and properties and landmarks. GreenLight also handles talent negotiation, helping marketers to broker endorsement deals with athletes, actors, musicians and other celebrities for their participation in advertising and marketing activities.

GreenLight has deep relationships with third-party rights holders including major film and TV studios, record labels, celebrities, agents and music publishers. Conducting more than 5,000 clearances each year, GreenLight uses its experience and unrivaled contacts to negotiate competitive fees and provide clients insight into what celebrity or content may be easier, faster and more cost-effective to clear. GreenLight also provides warranties and indemnification for the rights it clears on behalf of its clients.

Clients turn to GreenLight to help create exciting new products and packaging as well as advertising and marketing campaigns. GreenLight works with hundreds of clients including large corporations, consumer products companies and advertising, and marketing and public relations agencies of all sizes. Clients include companies such as Hallmark, Screenlife, Sony Computer Entertainment, American Express, P&G and Comcast as well as global advertising agencies including Y& R, Element 79, BBDO, DDB, Publicis and TBWA/Chiat/Day and Densu.

Rights Representation

GreenLight is one of the world's leading providers of rights representation, representing the name, image and likeness rights to many of the world's most iconic and recognized personas. GreenLight handles representation for the Andy Warhol Foundation, for entertainment legends such as Steve McQueen, Johnny Cash, Gloria Swanson, Mae West, and Maria Callas and for well-known innovators including the Wright Brothers, Thomas Edison and Albert Einstein.

GreenLight specializes in disciplined, high quality promotional and product licensing to build brand and trademark equity over the long term. It has expertise in categories including apparel, accessories, retail partnerships, electronics and gaming, automotive, social expression, home décor, gifts and toys.

GreenLight works closely with hundreds of companies, among them advertisers, product and media companies, to license the name, image and likeness of its personas to create compelling products, services and advertisements that resonate with today's consumers. Its Rights Representation customers include Coca-Cola, Dolce & Gabbana, T-Mobile, The Walt Disney Company, Pfizer, Tag Heuer, Absolut, Ford Motor Company, Perrier and many others. GreenLight hosts several websites for the estates it represents including WrightBrothers.info, Einstein.biz, SteveMcQueen.com and allaboutmae.com.

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