

FOR IMMEDIATE RELEASE

DJ Steve Porter's PorterHouse Media To Create Video For Puma And World's Fastest Man Jamaican Sprinter Usain Bolt Is Porter's Latest Sports Subject

HOLYOKE, Mass. (June 2, 2011) --- PorterHouse Media, a production company founded by master video remixer DJ Steve Porter, has been commissioned by Puma to produce a multi-purpose video composition highlighting the world's fastest man, Usain Bolt.

The flamboyant Bolt, 24, is a Jamaican sprinter and three-time World and Olympic gold medalist. He currently holds the world record in both the 100 meters (9.58 seconds) and 200 meters (19.19 seconds), thus earning the dubious distinction of "World's Fastest Man."

Puma, which sponsors Bolt, will use the video at sporting events, trade shows & corporate events, sponsor presentations, online, other viral marketing campaigns, and perhaps even television.

"We don't have much to work with since his races are over so quickly," joked Porter. "But seriously, he's quite a character who backs up his talk on the track. We will have a lot of fun creating this video, and are honored Puma came to us."

This latest work by PHM is yet another example of Porter's unique ability to bridge sports with music in creating unique, engaging, and eye-catching music-video compositions. Other clients include ESPN (which includes production of the "Monthly Mashup," one of the



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SportsCenter's most popular features), NBC, Dallas Mavericks, TMZ, VH1, New York Knicks, E!, Puma Golf, *Maxim*, and others.

PHM also develops custom solutions tailored for specific needs and wants based on a variety of other clients, such as FedEx, Disney, Mighty Fine Burgers, Lotus Notes, Doc Bottom's Aspray, and others.

ABOUT PORTERHOUSE MEDIA

PorterHouse Media is a full service multi-media production company headquartered in Holyoke, Mass., and with offices in Los Angeles and Toronto. Its mission is to deliver high quality entertainment through unique audio and visual compositions. Founder DJ Steve Porter is one of the world's most noted master video remixers, and has been credited with being the pioneer in this field.

On the cutting edge of viral marketing and advertisement, PorterHouse Media offers spontaneous word of mouth enthusiasm. PorterHouse Media has created a fresh and exciting marketplace to reinvent the "cool factor" of any company or brand.

Launched only in early 2010, PorterHouse Media has already amassed a lengthy client list, with many more coming on board each month.

For more information; Online: www.porterhousemedia.com / Twitter: @porterhousemdia / Facebook: <http://www.facebook.com/porterhousemedia>. Media inquiries contact Marcus at marcus@porterhousemedia.com or call 973-553-9463.