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DJ Steve Porter's Porterhouse Media Tim Tebow “All He Does Is Win” Video On Its Way To Becoming A Viral Sensation First 72 Hours On YouTube Draws Close To 700,000 Hits

HOLYOKE, Mass. (December 15, 2011) --- PorterHouse Media, a production company founded by world-renowned master video remixer DJ Steve Porter, has jumped on the Tim Tebow express with the creation of a video mash-up entitled “All He Does Is Win,” which has been viewed close to 700,000 times in its first 72 hours on YouTube – and is poised to be on its way to being a viral sensation.

The piece can be viewed here on the ESPN First Take YouTube page:

www.youtube.com/watch?v=zMK9FKMG3Nc

The 1:06 video mashes up ESPN First Take's Skip Bayless and other sports figures (including Tebow himself) to create the ultimate tribute to Tebow, the Denver Broncos quarterback who has taken the NFL – as well as the entire nation – by storm in leading his team to a 6-1 record and current AFC West lead since being inserted as the starter, despite the constant barrage of naysayers knocking his unorthodox quarterbacking skills and frequent expressions of religion. His efforts have earned him the nickname “Mile High Messiah,” among others.

Billboard Magazine has quickly jumped on this story with this article:

<http://www.billboard.com/column/viralvideos/tim-tebow-gets-viral-remix-treatment-in-1005673752.story#/column/viralvideos/tim-tebow-gets-viral-remix-treatment-in-1005673752.story>

“Tim Tebow is constantly being criticized for his style of play and for his faith, yet all he does is win,” said Porter, a huge sports fan. “This video pays homage to that simple fact. Plus, he's an amazing role model who is a winner on and off the field, and we're having a blast watching him each week.”



PorterHouse Media News: <http://www.porterhousemedia.com/news/>

PHM's unique ability to bridge sports with music in creating unique, engaging, and eye-catching music-video compositions has translated into similar work with such clients such as ESPN (including the popular "Monthly Mashup" on SportsCenter, along with a bevy of other work for the network), NBC, the world champion Dallas Mavericks, the CBC's "Hockey Night In Canada," TMZ, VH1, New York Knicks, E!, Puma, *Maxim*, Wheaties and others.

PHM also develops custom solutions tailored for specific needs and wants based on a variety of other clients, such as FedEx, Hyundai, Disney, Mighty Fine Burgers, Lotus Notes, Doc Bottom's Aspray, and many 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. For more information; Online: www.porterhousemedia.com / Twitter: @porterhousemdia / Facebook: <http://www.facebook.com/porterhousemedia>.

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