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URBAN CINEMA GOES HIGH TECH - NYC-BASED COMPANY TO DEBUT NEW ONLINE SERVICE THAT DELIVERS MOVIES VIA E-MAIL

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New York, May 30, 2008 – New York City-based Clarendon Entertainment, Inc. (“CEI”) today announced the debut of its new Urban SLAM ClubPremiere™ service.

Urban SLAM ClubPremiere™ is the first online movie club of its kind. Unlike industry heavyweights like Netflix and Columbia House, who send DVDs to their members by U.S. mail, Urban SLAM ClubPremiere™ will e-mail titles directly to a subscriber’s inbox where they can immediately begin viewing at the click of a mouse.

The club’s 12-month “viewing season” starts in June of each year. People can join at anytime, however, with full access to current season titles that premiered before they joined. At the beginning of each month, the service will premiere a new title from CEI’s unique collection of award-winning short-form urban films and documentaries (for a total of 12 titles) which is then e-mailed to subscribers. All a subscriber needs to view the films are a broadband connection and the latest Adobe Flash player. The Company believes the short film format and the ClubPremiere concept is particularly suited for the online environment given the popularity of e-mail among internet users and their propensity to multi-task while surfing the web

The service is aimed at the vast audience for black cinema around the globe and seeks to connect that audience with the growing number of talented independent filmmakers using the short format to create compelling, artistically-inspired and culturally relevant work for them. All of the titles premiered through the service will be presented in a pristine wide-screen format with a full-screen option.

“While the big players like Netflix and Blockbuster Online have something for everyone,” says CEI chief executive Roderick Giles, “we see ourselves as a niche player focusing on a very specific market segment with extremely hard-to-find high quality content.”

CEI finances, produces and acquires high-quality short-form urban content from emerging independent filmmakers and packages and distributes them under the Urban S.L.A.M. (Short Live Action Movies) brand in various media. Urban S.L.A.M. is currently available on DVD, online via Urban SLAM Broadband, as part of the Urban S.L.A.M. Film Festival, and now, as part of Urban SLAM ClubPremiere™. CEI’s unique collection of short-form content includes titles that have screened at some of the top U.S. film festivals, including “The Tested” which won the 2006 Los Angeles International Short Film Festival, qualifying it for an Academy Award nomination. CEI’s films have also aired on cable networks owned by HBO, Showtime, MTV, BET and Si TV.

Journalists, bloggers and other interested parties who would like to try the service by having a film delivered to their inbox may contact Kimberly Hodges Ross at 240.899.0549 or kross@khrcreative.com. For more information on Urban S.L.A.M and Clarendon Entertainment, please visit www.urbanslam.com.