



PRESS RELEASE

New Comedy Website for SlapStik Entertainment

SlapStik Entertainment, LLC will go live with a new website on January 1, 2010, CEO and Founder Timecha Swain has announced. The new website is extended to exhibit each component created for SlapStik, which is SlapStik Magazine, Radio and TV. SlapStik Entertainment is an independent multimedia company who produces in digital and print. The company has created several entertainment vehicles for comedians to showcase themselves.

“We are growing and I will be the first to admit that our previous website was not visitor friendly. We have several adventures coming up therefore it was definitely time for an upgrade,” said Swain. “I have a great team who is extremely talented. We discussed how we can make SlapStik’s website be number one, then, we began to put it together. I left the production in the hands of the heads of the design teams and they deliberately used their imaginations. They chose the colors and design and when they presented the look to me, I was excited and impressed. I really trust those guys.”

Design Team

The creation of the website was carefully conceived, which involved Frederic Labadie, the Social/Media Coordinator and Jeremy Thomas who created the interaction with the online magazine. Lyman Benton leads the SlapStik Design Team and the Art Department is ran by Dana Harper. With the design team, we discussed their roles and the features of the new site.

“We want to take you out of your chair so you don't even realize you're staring at a computer monitor. Slapstik is as much about the comedians as it is about our audience,” said Benton.

Comedians will have the ability to post events, upload their content directly to the site and flag their work to be displayed on the front page. The website has a viewer ratings system along with a forum for discussion and networking. It's all about bringing funny people to people who love to laugh.

Jeremy Thomas created a user-friendly interactive digital magazine to give viewers a great experience in reading SlapStik Magazine in real time. “The audience will enjoy reading through the magazine as if it were something tangible and in they’re hands. Instead of having to jump from one web page to another to search for articles they can just “turn the page” and save seconds of precious time.”

This amazingly talented team continuously conversed about the great time they had planning and working with each other. For the past two months we worked hard and met very strict deadlines. It’s always a good thing to make a project happen and come together.

Check out SlapStik Entertainment’s new website to view, funny videos, upcoming events and SlapStik Magazine at www.slapstik.com.

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