

## **FOR IMMEDIATE RELEASE**

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### **PITTSBURGH NATIVE SON, JAY WARHOLA, ANNOUNCES FORMATION OF WARHOLA VIDEO PRODUCTIONS**

#### **— New Business Sustains Family Tradition of Artistic Expression —**

**Pittsburgh, PA, December 6, 2001** — Following his eight-year tenure with Instant Replay Video Productions of Robinson Township, Jay Warhola today announced that he has acquired the assets of the 15-year-old, full-service video production company, and that he will continue operating the business, which he has managed for the past three years, as president of Warhola Video Productions.

“I’ve been with this facility a long time, and I’ve always had a vision to take it to the next level creatively,” said Warhola. “I’m confident that this new venture will be a reflection of that vision.”

Like his late cousin, Pittsburgh-born pop artist, Andy Warhol, who dropped the final “a” from his family name and who gained broad fame for his artistic take on images such as the ubiquitous red and white Campbell’s soup can and Brill-O soap boxes, Jay Warhola plans to focus on marketing strategies to drive the growth and success of his new studio.

Warhola Video Productions houses four professional editing suites, capable of handling video projects ranging from corporate-level to broadcast quality. Far from simply being a post-production house, however, Warhola Video Productions carries on the full-service concept by supporting videography, duplication, and specialty production services including DVD and CD-ROM.

“One of our great advantages is that we offer far more services under one roof than virtually any other commercial video production facility in the area,” said Warhola. “We can handle pre-production scriptwriting, videography, editing, and distribution via VHS, DVD, broadcast tape, CD, or even the Web. We also serve a very diverse clientele.”

Clients that have relied on the studio in the past for video production services include:

- PNC Bank for videography and editing of internal legal videos
- Celtica Ambiente, an Italian engineering company, for videography of plasma torch-testing at Westinghouse
- PAX-TV for videography on J.F.K.
- The Pennsylvania Air National Guard’s 171<sup>st</sup> Air Refueling Wing for production of a thirty-second recruiting spot

“Our studio also provides a great resource for independent producers in need of editing facilities or other services,” said Warhola. “Particularly since we’re conveniently located between the airport and Downtown. We’ve got a great spot for people coming in from New York, Washington, D.C., even Los Angeles.”

“We’ve all witnessed the growth of Pittsburgh as a favorite of the film and television industries,” he said. “We’re positioned—both professionally and geographically—to seize the opportunities arising from those industries and to continue strengthening our position in this market.”

Warhola Video Production employs six full-time staff, though the new company president foresees adding experts in specialized video areas, as well as sales and marketing, as the new company executes on its first-year growth strategy.

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