

Jam* press release

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NEW MEDIA COMPANY READY TO MAKE ITS MARK

NEW YORK, NY, December, 2005 – Well-known fashion photographer Ranjit Grewal has founded a new media company called Red Cell Media with his brothers, Rajindar and Sur-rindar Grewal. Red Cell Media's mission is to create high quality content, and innovative ways to distribute and view independently produced, original content.

Ranjit states, "It is our belief that the new media consumer wants high quality content; and they want to watch that content when they want, where they want; and they want a to have a say in their viewing experience. Red Cell Media was founded to fill the needs of today's new media consumer."

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