

# Jam\* press release

FOR IMMEDIATE RELEASE

## **RED CELL MEDIA – RCM GATHERS STEAM**

**NEW YORK, NY, October, 2006** – The innovative new media company founded by the Grewal brothers continues to ramp up at an impressive pace, with a busy fall on tap. In September, the company attended IBC in Amsterdam, and October saw Red Cell Media rubbing shoulders with the rest of the world's content makers at Mipcom in Cannes. The company is preparing to begin shooting its second web pilot, "Railed," later this month.

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