



FOR IMMEDIATE RELEASE

RED CELL MEDIA ANNOUNCES JOINT VENTURE WITH ART & FASHION GROUP

NEW YORK, NY, March, 2007 – Red Cell Media announces a joint venture agreement with New York based fashion industry conglomerate, Art and Fashion Group. The agreement will yield a new entity called AFG Media. Per the agreement, Red Cell Media will provide production expertise, proprietary IP, and day-to-day management of the new media business. In return, AFG has agreed to provide \$1 Million in cash plus existing facilities and infrastructure to the joint venture.

For additional information, please contact:

RJ Grewal

CEO/Executive Producer

Red Cell Media

847-754-0711

212-647-0162 fax

rj@redcellmedia.com

www.redcellmedia.com