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**PRINCIPAL PHOTOGRAPHY BEGINS FOR RED CELL MEDIA'S FIRST FULL LENGTH TV/
WEB PILOT, "HUGE"**

NEW YORK, NY July, 2007 – Red Cell Media begins principal photography for the first full length TV/Web Pilot "Huge," set in and around New York City, using multiple locations such as Brooklyn, the Rivington Hotel and Pier 59 Studios. Huge is scheduled to be released this fall on Red Cell Media's Patent Pending UI jamstar.tv. "This series is poised to be the new face of internet content," stated CEO RJ Grewal

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