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**RED CELL MEDIA STRIKES OUT ON ITS OWN, CHANGES NAME**

NEW YORK, NY September, 2007 – Red Cell Media has decided to strike out on its own. Citing creative and directional differences, Red Cell Media has decided to exit from its joint venture agreement with Art & Fashion Group. In order to facilitate an orderly exit from AFG Media, Red Cell Media also announced that it is changing its name to JamStar Media. "With the pending release of our first full length web pilot, "Huge," the completion of the jamstar.tv platform, and our exit from AFG Media, we have decided that the time was right to launch a new and exciting brand," states CEO RJ Grewal.

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