



GREENLIGHT FACT SHEET NOVEMBER 2008

GreenLight (www.greenlightrights.com) is one of the world's leading intellectual property services companies. It helps clients handle talent negotiation, rights clearances and other licensing activities involving celebrities, feature film and TV clips, music, trademarks and more to create innovative products and advertising. It also represents the name, image and likeness rights to many of the world's most iconic and recognized personas including Albert Einstein, the Wright Brothers and Steve McQueen. A Corbis company, GreenLight is headquartered in Los Angeles and, via the Corbis network, serves customers in more than 50 countries through 18 offices across North America, Europe, Asia and Australia.

Rights & Music Clearances and Talent Negotiation

GreenLight licenses and negotiates third-party clearances for all types of intellectual property including celebrities or their estates; iconic feature film and TV clips; iconic music and audio; athletes and sports leagues; brands, copyrights, trademarks, and logos; and properties and landmarks. GreenLight also handles talent negotiation, helping marketers to broker endorsement deals with athletes, actors, musicians and other celebrities for their participation in advertising and marketing activities.

GreenLight has unprecedented relationships with third-party rights holders including major film and TV studios, record labels, celebrities, agents and music publishers. Conducting more than 5,000 clearances each year, GreenLight uses its experience and unrivaled contacts to negotiate competitive fees and provide clients insight into what celebrity or content may be easier and faster to clear. GreenLight also provides warranties and indemnification for the rights it clears on behalf of its clients.

Clients turn to GreenLight to help create exciting new products and packaging as well as advertising and marketing campaigns. GreenLight works with hundreds of clients including large corporations, consumer products companies and advertising, marketing and public relations agencies of all sizes. Clients include companies such as Hallmark, Screenlife, Sony Computer Entertainment, American Express, P&G and Comcast as well as global advertising agencies including Y&R, Element 79, BBDO, DDB, Publicis and TBWA/Chiat/Day and Densu.

Rights Representation

GreenLight is one of the world's leading providers of rights representation, representing the name, image and likeness rights to many of the world's most iconic and recognized personas. GreenLight handles representation for the Andy Warhol Foundation, for Hollywood legends such as Steve McQueen, Gloria Swanson, Mae West and Maria Callas and for well-known innovators including the Wright Brothers and Albert Einstein.

GreenLight specializes in disciplined, high quality promotional and product licensing to build brand and trademark equity over the long term. It has expertise in categories including apparel, accessories, retail partnerships, electronics and gaming, automotive, social expression, home décor, gifts and toys.

GreenLight works closely with hundreds of companies, among them advertisers, product and media companies, to license the name, image and likeness of its personas to create compelling products, services and advertisements that resonate with today's consumers. Its Rights Representation customers include Coca-Cola, Dolce & Gabbana, T-Mobile, The Walt Disney Company, Pfizer, Tag Heuer, Absolut, Ford Motor Company and Perrier.

GreenLight hosts several websites for the estates it represents including WrightBrothers.info, Einstein.biz, SteveMcQueen.com and allaboutmae.com.

FOR MORE INFORMATION, PRESS ONLY:

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