

For Immediate Release

Ettractions Inc. Partners With Premier Online Video Creation Platform StudioNow, Inc.

WOBURN, MA August 17, 2010 – Ettractions Inc., a leader in providing valuable visitor information, announced today its partnership with StudioNow Inc, the premier online platform for quality content creation and distribution.

The partnership gives Ettractions, Inc. the opportunity to instantly offer professional video production services to thousands of customers on its web based platform Ettractions.com. Content created by this partnership will also be made available on Ettractions' Mobile platform and its social media outlets, such as its YouTube, Facebook and Twitter channels.

Using its extensive network of highly skilled videographers, StudioNow empowers businesses big and small to create more and do more with their internet video strategy at the lowest possible cost and time frame. Engaging visitors through video content is the shared ambition of both companies.

“Streaming video content on Ettractions.com and its related platforms is a fundamental part of the site’s strategy to offer consumers informative and engaging content” says Wouter Broekema, Ettractions.com’s Vice President of Product Development. *“Our partnership with StudioNow provides our customers with tremendous value. In addition to distributing their content through our digital distribution channels, we can now also help create superior digital content.”*

“StudioNow and Ettractions share a passionate commitment to high-quality content, services and technology and that makes us a natural fit for this new partnership” states StudioNow's VP of Sales, Tom Truitt. *“This new chapter for StudioNow presents a tremendous opportunity for our growing professional creative network to reach new audiences, diversify their assignments and increase their income as the number of projects coming from the numerous AOL properties will create a surge in video assignments”*

The partnership is effective immediately. Ettractions' customers have the choice of two video production programs through the Ettractions.com platform and can monitor the progress of their production through a customized web portal.

About Ettractions, Inc

Ettractions, Inc is owned and operated by CTM Media Holdings, based in Stamford, CT. CTM Media was founded in New York in 1983 as Creative Theatre Marketing to attract and educate Broadway audiences. CTM Media Group has expanded its product lines and coverage to include five product divisions over 30 states and provinces in the U.S., Canada and Puerto Rico. More than 74 million visitors per month use CTM Media Holdings and information services to enhance their vacation and recreational choices.

Contact: Diane Cosentino 203-323-5161 x41; dcosentino@ctmmmedia.com
Director of Marketing, CTM Media Group

About StudioNow

StudioNow is the leading provider of online video creation services in the world. Acquired by Aol in January of 2010, StudioNow provides a turn-key solution for partners to create, manage and distribute any online video projects. The company has a proprietary platform (patent pending) that automates the entire process of creating professionally produced videos. As well, the company has a network of over 3,000 professional filmmakers that can work on short notice to make any video project a reality.

Contact: Tom Truitt 615-300-3323; tom@studionow.com