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here! To Partner with Gay + Lesbian Rowing Federation on Release of *Summer Storm*

*Gay Television Network and Distribution Company to Partner with Community Sports
Organization to Market Film Release*

LOS ANGELES - March 9, 2006 - The independent production and distribution company, **here! Films** has forged a marketing partnership with the Gay + Lesbian Rowing Federation (GLRF), an organization dedicated to promoting rowing in the gay and lesbian community. In association with Regent Releasing, the two entities will join forces to release the award-winning German rowing film *Summer Storm* in select cities nationwide starting March 17th, and continuing through June 2006 when the film will debut on here!, America's first gay television network. This partnership marks the first time here! has partnered with a major international sports organization on a theatrical release.

"*Summer Storm* provides a unique opportunity to promote rowing in the community, as well as to increase the awareness of gays and lesbians in the sports world," stated Dan Gelfand, VP of Promotional Marketing for here! Networks, who is spearheading the marketing partnership. Gelfand added that the movie "gives a fresh approach to the typical gay-straight interaction."

Set in Bavaria, *Summer Storm* focuses on the friendship between Tobi and Achim, two best friends who have helped their team win several rowing cups and are now looking



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forward to the important regatta in the countryside. As Achim's relationship with his girlfriend grows more serious, Tobi starts to realize that his feelings for Achim run deeper than he's willing to admit to himself. He feels confused, unsure of himself and increasingly left out. Then it turns out that the much-anticipated Berlin girl's team has been replaced by a team of athletic, cliché-bursting young gay men. Tobi and his teammates are suddenly forced to grapple with their prejudices, their fears, and, perhaps, their hidden longings. As the tension grows, Tobi, Achim and the others head towards a confrontation as fierce and, ultimately, liberating as the summer storm gathering over the lake.

Summer Storm is somewhat autobiographical because the director and co-writer, Marco Kreuzpaintner, was a rower, and there is a gay rowing group in Berlin, Germany, called 'queerSchlag.' In fact, many of the Berlin rowers are members of GLRF and helped to train the actors for the film.

Brian Todd, Executive Director of Gay + Lesbian Rowing Federation, commented: "We are very excited about this film because it helps to break down many of the common stereotypes that continue to exist in the sports world. Not only is *Summer Storm* a deeply moving experience for gay and lesbian audiences, it also speaks to everyone about the difficulty of finding yourself growing up."

Along with *Summer Storm*, here! Films will release *Guys and Balls*, a soccer movie in April 2006 in select theatres nationwide in association with Regent Releasing. For more information about *Summer Storm*, please visit the website at <http://www.summerstorm-themovie.com/>

About here! Films

here! Films is the theatrical distribution and worldwide sales division of **here!**, America's first gay television network, which was established in 2002 by Regent Entertainment co-founders Paul Colichman and Stephen P. Jarchow. **here! Films** is headed by Mark Reinhart, Executive Vice President of Distribution and Acquisitions. **here! Films** recent acquisitions include "HellBent," "Freshman Orientation," "Eternal" and "April's Shower." Recent **here! Films** theatrical releases include "The Hunting of the President," "Callas Forever," "Beautiful Boxer," "Straight-Jacket," "Merci Docteur Rey" and "Sordid Lives," among others.



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here!, America's first gay television network, was established in 2002 and is currently available to more than 48 million households nationwide. here! offers a wide variety of groundbreaking and acclaimed original movies and series plus the world's largest collection of gay and lesbian films appealing to the broad-based, diverse LGBT audience. here! is available across the U.S. via satellite and is offered by all major cable providers nationwide increasingly as a subscription video on-demand (SVOD) service. here! is also available to broadband homes via major Internet TV providers. For more information, please visit here!'s website at www.heretv.com.

About Gay + Lesbian Rowing Federation

Headquartered in Los Angeles, the Gay + Lesbian Rowing Federation is a web-based global membership organization dedicated to promoting rowing in the gay and lesbian community and fostering an international community of gay and lesbian rowers, coaches, coxswains, and judges at all levels of the sport, including junior, collegiate, veteran/masters, and elite. The organization provides resources and information to rowers and serves as a liaison both within the community and with the larger international rowing world. For more information about the Gay + Lesbian Rowing Federation, visit their website at <http://www.GLRF.info>.