

PRESS RELEASE

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Platform Media Group 818.687.3664 heshelman@platformgrp.com

Day 1 at LIVeStyle Film Lounge, The Supper Club and AXE® Hair Media Lounge & Groom Room Features Celebrities, Brands and Events

PARK CITY, UTAH, January 21, 2012- The LIVeStyle Film Lounge, **The Supper Club and AXE® Hair Media Lounge & Groom Room** in Park City got under way Friday January 20 with multiple press junkets, premiere parties and dines, and sponsor activations. Celebrities visiting the venue during the day included **Emma Roberts, Stephanie Pratt (The Hills); Andy Samberg; Elijah Wood; Lou Diamond Phillips; Emily Blunt; Chris Kataan; Blythe Danner; Carrie Preston (True Blood); Anne Heche and Melanie Linskey**. They enjoyed products and services from sponsors AXE Hair; Issey Miyake's new men's fragrance L'Eau d'Issey Pour Homme Sport; Monster Energy Beverages; AriZona Beverages; Yves Rocher beauty products; hipswag.com; outdoor athletic products company Thule; IndieFlix.com; Pook Toque and official Festival sponsor Stella Artois. In addition to the, daytime guests sampled culinary creations from **Chef La-toya Fagon of Twist catering** and Chef Zakary Pelaccio's Fatty Crew (Fatty Crab, Fatty 'Cue).

Daytime junkets included Celeste & Jesse Forever, with stars **Rashida Jones, Andy Samberg, Emma Roberts, Elijah Wood, Chris Messina, Rebecca Dayan, Will McCormack** and **Lee Toland Krieger**. **Anne Heche**, who came in for portraits from celebrity photographer Henny Garfunkel, had to change into her premiere dress in the lounge.

In the evening, no fewer than five parties took place: Your Sisters Sister with Emily Blunt; Middle of Nowhere with publicist turned **director Ava DuVernay and stars including Emayatzy Corinealdi, David Oyelowo and Omari Hardwick; Filly Brown, with stars Edward James Olmos and Lou Diamond Phillips; Ira Sachs' Keep the Lights on; and an after hours party for Tim & Eric's Billion Dollar Movie with director stars Tim Heidecker and Eric Wareheim**.

Festivities continue today with press junkets for Celeste and Jesse Forever with Rashida Jones, Will McCormack and Lee Toland Krieger; The First Time with Victoria Justice, Dylan O'Brien, Britt Robertson and director Jon Kasdan; a press conference hosted by Peter Jackson for West of Memphis; and parties for The Comedy; 28 Hotel Rooms; Black Rock and the Playboy Short Films Program.

The LIVeStyle Film Lounge, The Supper Club and AXE® Hair Media Lounge & Groom Room is produced by LIVeStyle Entertainment in partnership with Fulcrum Group.

EMAIL US for event photos!

Media Contacts:

Platform Media Group, 323.337.9042

Henry Eshelman, heshelman@platformgrp.com 818.687.3664 (mob)

Marilynne Mungovan, mm@platformgrp.com 818.632.4585 (mob)

Jane Owen Public Relations

Jane Owen, jane@janeowenpr.com 646.428.5258

Kendal Hurley, Kendal@janeowenpr.com 805.551.2056