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PRESS RELEASE

Award-Winning Television Commercial Director Daniel Azarian Creates Commercial for American Family Insurance

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NEW YORK, Dec 08, 2008 /PRNewswire via COMTEX/ -- Underdog Entertainment, a New York-based production company, today announces that Daniel Azarian, a rising director of television commercials and branded entertainment, has produced and directed a commercial for American Family Insurance, produced by Real Savvy Media, Inc.

The spot follows an expectant mom about to close on a new home and having to buy homeowner's insurance. Overwhelmed with questions and choices, she and her husband meet with an American Family Insurance agent, who gives them personal attention and helps them find a policy perfect for them. The policyholders and the AFI agent form a life-long alliance built on understanding and trust. "We wanted a piece that communicated the client's core values: trust, reassurance, family, friendship, and personalized sales and service," states Azarian. "To convey those values we used a warm color palette, an empathetic storyline, and a relaxed, inviting tone. That kind of spot draws people in and helps them see how the client can be an appropriate choice for them as well." The spot can be viewed at www.realsavvymoms.com/american-family-insurance/.

Daniel Azarian won three 2008 Telly Awards for his futuristic-themed beauty/cosmetic spot, "Bulletproof," created for the launch of Bulletproof Airbrush Makeup from Facez. He claimed the Tellys' highest honor, the Silver Award, for excellence in low-budget commercial production, plus two Bronze Awards in Beauty/Cosmetics and Entertainment. The 60-second spot and a three-minute short film version can be viewed at www.danielazarian.com and www.bulletproofmakeup.com.

Azarian also directed and produced a national spot for 3M's Scotch-Brite brand. Blue-chip telecommunications firms and entertainment networks have licensed Azarian's spec commercial spots for their mobile networks in the US and internationally.

"Digital technology is reducing the barriers to entry for independents in commercials as well as in the entertainment space," states Azarian. "Top-tier advertisers and marketers can now go directly to directors and production companies that know how to optimize budgets and deliver commercial spot production quality equal to, or exceeding, that of any global agency."

Underdog Entertainment is a New York-based production company active in producing commercial spots, branded and traditional entertainment, film, and web video. Visit underdogentertainment.com to learn more.

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