



Becky Friedman Named Head of Production at Curious Pictures

*Former BBDO producer moves to production company side to work
in advertising, programming and branded content*

New York, NY – April 13, 2007 – Becky Friedman has been named head of production for Curious Pictures, the mixed-media and animation studio based here. The announcement was made by Steve Oakes, a partner and co-founder in the company.

Friedman, 38, joins Curious from Omnicom Group's BBDO, where she held the position of senior producer. Prior to joining BBDO in 1996, Friedman was an assistant producer at the now defunct N.W. Ayer. A graduate of the University of Pennsylvania, she also worked at a post production facility in Singapore for a year. Her advertising career began in 1993 with a position in media planning at Grey Advertising.

She comes to Curious with a reel boasting numerous visual effects and animation-laden TV commercials, having spent the past four years producing much of BBDO's work for M&M's candies. She's also produced TV spots for such brands as Pepsi, eBay, Pizza Hut, Frito-Lay and Cingular.

"With her background in dealing with everything from agency creatives to clients, and her solid credentials producing animation and effects work, it's clear that Becky is going to be a great resource for all of our directors and producers here at Curious," says Oakes. "We're looking forward to benefiting from her experience and insight in all our work, whether it's programming, commercials, games or branded content."

"There's so much opportunity here, across the board," says Friedman about the wide range of work that the studio undertakes. "It's what drew me to the job. I found the chance to work on other kinds of projects in addition to commercials very exciting, after having spent so many years in advertising."

That said, Friedman expects her adland background to be invaluable in her new position. "My goal is to bring an agency perspective to the studio's approach to its TV commercial work, not just in terms of bidding and production

but also in terms of what kind of work we should be doing and how we approach it," she adds.

"Having evaluated the work of so many directors and production companies over the years, it's given me insight into what an agency is looking for when it awards a job. I expect to use that to our advantage as we go after bigger and better assignments in today's highly competitive marketplace."

Adds Mary Knox, Executive Producer at Curious, "I'm thrilled to have Becky as my partner-in-crime. Her agency perspective is going to be incredibly valuable not just to me, but to our reps, our directors and our clients."

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