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DAVID VASILE NAMED PRESIDENT, HOME VIDEO **AT SOMERSET ENTERTAINMENT**

*Leading Producer and Distributor of
Specialty Music Establishes Home Video Division*

FOR IMMEDIATE RELEASE:

TORONTO (March 17, 2006) – Leading producer and distributor of specialty music, Somerset Entertainment, is extending its marketing and distribution expertise to the DVD marketplace and has named industry veteran David Vasile President, Home Video, it was announced by Andy Burgess, CEO.

In his newly created position, Vasile will be charged with launching Somerset's home video operations and the division's first Branded-video franchise, legendary exercise guru Richard Simmons. Additional, high-profile video franchises will be announced throughout the year.

“David is a well-respected home entertainment executive whose business acumen and years of experience in maximizing brand potential at retail will play a pivotal role as we extend our expertise in music distribution to home entertainment,” said Burgess. “We are thrilled to have him on board and look forward to seeing this critical part of our business flourish under his leadership.”

Vasile joins Somerset from Dazzle Entertainment, an entertainment and home video distribution consulting firm and video label he founded in 2004. At Dazzle, he supported a variety of small to mid-sized video labels and studios including work with Gaiam on their acquisition of GoodTimes Entertainment in 2005. Prior to Dazzle, he served as President of Anchor Bay Entertainment until ABE was sold to IDT Entertainment in 2003. During his tenure at ABE, the label's core horror, fitness, children's and theatrical brands flourished and he established a strong footing in the TV on DVD marketplace.

He joined ABE after serving as General Manager of Handleman Online, a new division created by the leading Detroit-based music distributor to provide outsourced distribution category management, online commerce and marketing services in music and video for traditional retailers such as Kmart, JC Penney and AAFES, and non-traditional retailers such as MTV, VH1 and CMT. At Handleman, Vasile was also responsible for the company's national business team,

which included outsourced assortment management, purchasing, distribution and racking of audio product in all Kmart, Shopko and Pamida retail outlets in the U.S. Prior to Handleman, Vasile held various executive positions at Kmart Holding Corporation and United Parcel Service.

About Somerset Entertainment

Somerset Entertainment is the leading North American producer and distributor of specialty music sold through non-traditional retailers using proprietary interactive displays. The Company has 19 diverse product lines targeted at consumers over the age of 30, which represents a variety of music genres, including world, relaxation, jazz, classical, children's and hit compilations. The extensive network includes over 28,000 interactive displays in 18,500 locations in more than 20 countries.

Somerset recently extended the reach of its unique music distribution model to the home video industry, with a special focus on acquiring and developing branded video franchises for distribution to traditional and non-traditional retailers. The new division is the exclusive U.S. distributor for the newest line of fitness titles from legendary fitness guru Richard Simmons.

Somerset employs approximately 150 people at offices in Toronto, Ontario (Canada); Buffalo Grove, Illinois and Minneapolis, Minnesota (USA); and Essex, England (UK). For additional information visit www.somersetent.com.

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