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CUTTING-EDGE TECHNOLOGY AND EVENT SCREEN INGENUITY TO BE USED ONCE AGAIN AT THE 2010 GOLDEN GLOBES TO SCREEN CELEBRITIES BEFORE THEY STEP ONTO RED CARPET

Irvine, CA, January 13, 2010 -- For the seventh Golden Globe Awards in a row, next-generation scanning technology coupled with Event Screen's innovative interactive solutions will be used to screen all celebrities and guests this Sunday at the Beverly Hilton Hotel.

For the 2010 show, Dick Clark Productions, in conjunction with the Hollywood Foreign Press Association (HFPA), will continue to employ the cutting-edge technology on the red carpet, while once again providing a live feed of the red carpet Arrivals Show on Event Screen's LCD monitors, as celebrities make their way through the truss structures that blend well with the overall theme and environment.

In addition to celebrities, all fans, hotel guests, along with staff and crew, will be screened for unauthorized items. The un-intrusive system is highly efficient and fast; as two systems on the red carpet will accommodate the non-stop flow of celebrities all afternoon, and two others on the Wilshire Blvd. entrance stay operational from 8AM to past midnight to account for all entry and re-entry, as well as the after-party ticket holders.

The technology has been used at well over 200 high-profile events for the past few years; including major award shows, movie premieres, concerts, and other red carpet events, as well as sporting events, and corporate meetings, to detect cell phones and cameras to prevent industrial espionage.

Unlike the analog systems used at the airports, Event Screen systems do not alarm at all metals. In fact, a faster throughput is achieved by eliminating unnecessary wandering, pat downs, removing of keys, coins, jewelry and other items of no concern.

The computer monitor attached to the digital system with magnetic sensors cleverly disguised in truss tubing displays the location, quantity, and the density of the potential unauthorized objects, without any interference from the LCD monitors attached on the opposite side facing the entrants, displaying commercials from sponsors, and/or event/venue messages to guests.

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Unlike metal detectors, the technology is passive, unobtrusive, and fast. The systems are a marketing tool for high profile events and clients, with security technology as an added option. Law enforcement and security firms, who have seen and experienced the technology first hand, praise it for its ease of use and as an enhancement of their overall safety plan. Venues embrace the systems for elevating their operational standing, and having the option to replace or enhance their detection methods, ensuring peace of mind for guests, as well as the sponsors and their brand.

Sponsors love the Event Screen business model of integrating marketing and screening, and the interactivity it affords their audience who are both informed and entertained, while they are directed to engage in the sponsors' campaign, both on site as well as online.

Guests and attendees who have passed through these systems remark that they belong at the airports; and in fact, demand of the venue their use at follow-up events. The positive association is a much-welcomed tool for sponsors; along with the new sponsorship category of guest screening that had not existed until now.

Event Screen has created several solutions to enable venues access to the technology at no added cost, while allowing sponsors to take advantage of the interactive options and engagement of activation, all leading to instant action and by the right demographic.

For additional information on Event Screen at the Golden Globe Awards, contact Metin Odemis or visit eventscreen.com.

Please contact the company if you would like to schedule a demonstration, or rent systems for your next event. The company is also currently accepting letters of intent from venues looking to have these systems installed permanently at their facility without any additional cost to their overall security budget, via corporate sponsor/advertisers.

About Event Screen

Event Screen is an Interactive Marketing company specializing in Event Marketing and Event Screening Solutions. Utilizing the latest discreet digital screening technologies at entrances to high profile events, combined with LCD screens that display video and advertising by corporate sponsors, the company is currently expanding its operations throughout North America.

About Dick Clark Productions

Dick Clark Productions is a leading TV production company best known for producing televised awards shows ceremonies, such as *The American Music Awards* and the *Golden Globes*. It also owns the rights to the iconic music and dance program *American Bandstand*. In addition to awards shows, Dick Clark Productions produces ABC's *Bloopers* and current FOX hit *So You Think You Can Dance*.

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