



**PRESS RELEASE**  
February 3<sup>rd</sup>, 2006

Carbon Media Limited is proud to announce the television debut of its first TV advertisement.

Made in collaboration with Canada's Ruckus Films and ad agency Publicis Canada for Rogers Wireless Communications – Canada's biggest mobile communication network - the spot will air for the first time during the Superbowl on Sunday February 5<sup>th</sup>, 2006 on Canadian TV channel 'Global'.

The ad spot promotes their line of latest MP3 music phones. While listening to their MP3 phones, a group of free-runners flip, vault and climb through the city as they race to meet up with another group of friends.

The spot was directed by Carbon's Mike Christie, the director of documentaries *Jump London* and *Jump Britain*, the globally successful, hit films credited with bringing Parkour to a worldwide audience.

For the spot, the producers' assembled an elite cast of both Parkour pioneers and next generation practitioners.

"This is quite simply the most skilled team I've ever seen. Parkour has moved on so much in the last three years, and to put a French master like Stephane Vigroux together with amazing young British talents like Chase Armitage, Daniel Ilabaca, Kerbie, and all the others, was better than I could have dreamed" says Christie.

There are both sixty-second and thirty-second versions of the spot, with three versions of the longer cut; an on-air version with slightly reduced action shots, and two director's cuts, both with full action sequences but each backed with two different tracks. One shares the music from the TV version, vocal track "Tipping On The Brink" by Lost Ground, and the other features Christie's original instrumental musical choice by the Jump musical team Thomas Beach and Ian Masterson.

Both sixty second director's cuts will be released via the Carbon website, [carbonhq.com](http://carbonhq.com), in the next few days.

**For further information contact Carbon on +44 20 7985 1985 or via [office@carbonhq.com](mailto:office@carbonhq.com)**