

Poorly Projected Pictures Founded

Fairhurst son and father team establish new Internet movie studio

Bellingham, Washington – April 14, 2006 – Nathan and Jon Fairhurst today founded Poorly Projected Pictures, a web-based video production company that will provide custom content, humor, and action driven entertainment over the internet. The father and son creative team plan to deliver regular video “webisodes” for free to connected PCs. Visitors will also be able to purchase downloads for use on portable media players.

A research and development professional, Jon Fairhurst is used to leading edge technology. “Video on the web is poised to take off. Poorly Projected Pictures mixes compelling content with innovative presentation and promotion. This is exactly the right time to get into the business”, he explains. The “father” in this father and son team, Jon also composes the musical score.

Nathan Fairhurst, an honors student at Western Washington University, believes his passion for film and film development was fostered by a home environment where innovation and creativity were highly valued. As a college student, he believes he knows how to deliver the entertainment his generation wants, and how to have a lot of fun doing it.

“In Colonel Crush, we have THE ultimate stupid action hero,” Nathan Fairhurst explains of the Colonel Crush series, the company’s first video offering. “It’s the perfect send up. Crush is as likely to run down the lady crossing the street as he is to catch the bad guys”. Nathan Fairhurst also acts in his own films. He plays the part of Professor Pow!, the megalomaniacal bad guy who faces off with the dimwitted Colonel Crush in each episode.

Poorly Projected Pictures does everything in house, from script writing through production, editing, scoring and distribution. “I like the idea of owning the process from beginning to end”, said Jon Fairhurst. “In our business model, we do it all, and we own it all.” The company will also sell themed merchandise. Banner ad space is available to outside advertisers, and short video ads will run as the movies load. “There will also be opportunities for product placement,” Jon explains. “Advertisers are an important part of the business plan.”

ABOUT POORLY PROJECTED PICTURES: Poorly Projected Pictures is owned and operated by Nathan and Jon Fairhurst and was established in Bellingham, WA in April, 2006. The company creates media for the Internet, and sells merchandise, advertisements and media downloads.

For more information, visit p3pictures.com.