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Blowtorch Entertainment and Alloy Media + Marketing Partner to Promote Innovative Content Offerings to College Audiences

(SAN FRANCISCO) – DECEMBER 17, 2007 – Blowtorch Entertainment and Alloy Media + Marketing (AM+M) (nasdaq: ALOY) today announced a strategic partnership for the development and execution of media and promotional campaigns aimed at raising awareness and building excitement among college audiences for upcoming Blowtorch feature films and the company's related online and offline offerings. Blowtorch will work with AM+M on various aspects of its young-adult focused marketing efforts as it launches its content offerings in early 2008.

Blowtorch is a new, innovative media company focused on delivering truthful, edgy, audience-influenced content to 18- to 24-year-olds through a variety of channels – online, in theaters, at live events and on mobile devices. AM+M is one of the country's largest providers of media and marketing programs reaching targeted consumer segments, with specific expertise in connecting with the Millennial audience.

AM+M will promote Blowtorch content through various campus touchpoints relevant to the 18- to 24-year-old demographic. Campaigns will incorporate both traditional and non-traditional media, including on-campus events, guerilla marketing efforts, out-of-home media and college newspaper placement. The two companies will collaborate on creative messaging designed to incite audience involvement in Blowtorch content and events.

Matt Diamond, CEO of Alloy Media + Marketing, commented, "We are extremely pleased to be a premier partner for Blowtorch for reaching the college audience. They have an impressive understanding of young adult's media preferences and habits and are truly setting a new standard for the creation and distribution of media and entertainment made exclusively for them. We are looking forward to building their brand through the use of our media assets in the college market."

"Alloy is the company you want to partner with to connect with the young adult audience, and their integrated, multi-channel approach is in lockstep with our vision at Blowtorch," said Kelly Rodriques, CEO of Blowtorch. "Alloy brings a long history working with established entertainment and media companies to get the young adult audience engaged and involved genuinely with their brands and properties. We're excited about the opportunities and programs underway to make Blowtorch a part of the everyday lives of 18- to 24-year-olds."

Blowtorch content will include feature-length films, professional-grade shorts, mobile offerings, an online social community and live events. Its members will help to create, influence and "blowtorch" content made just for them. Blowtorch films will be on hundreds of screens that are geographically concentrated in major cities and large college markets. The company's first feature film release, "You Are Here", will debut in theaters in spring 2008.



About Alloy Media + Marketing

Alloy Media + Marketing (AM+M) (nasdaq: ALOY) is one of the country's largest providers of media and marketing programs reaching targeted consumer segments. Alloy manages a diverse array of assets and services in interactive, display, direct mail, content production and educational programming. Alloy works with over 1,500 companies including half of the Fortune 200. For further information regarding Alloy, please visit our corporate website at www.alloymarketing.com.

About Blowtorch Entertainment

Blowtorch is a media company focused on entertaining, engaging and connecting young adults through truthful, edgy, audience-influenced content. Blowtorch goes where the audience goes – online, in theaters, at events and on mobile devices. Unlike pure user-generated media, Blowtorch has an editorial vision that balances professional-grade production with user participation to create a consistently engaging experience. The Blowtorch experience includes full-length films, professional-grade shorts, an online community, mobile offerings, and live events. Founded in 2007, Blowtorch has assembled a diverse team of executives from the entertainment, marketing and technology industries with deep expertise creating media for young adults. For more information, go to www.blowtorch.com.

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