

FOR IMMEDIATE RELEASE:

Contact: Ken Cortland
Sam Christensen Studios
Phone: 818-506-0783
Fax: 818-506-8941
www.samchristensen.com

HOLLYWOOD'S IMAGE DESIGN SECRETS AVAILABLE TO ALL—FINALLY!
Hollywood insider Sam Christensen makes "Personal Branding" fun and
accessible for those of us who don't happen to be movie stars.

LOS ANGELES, CA., May 8, 2001 -- Hollywood Image Guru, Acting Teacher and critically acclaimed former Casting Director (hundreds of film, theatre and television credits, including CBS's M*A*S*H) Sam Christensen announces the launch of THE CHRISTENSEN PROCESS: the training and keynote speaking arm of Sam Christensen Studios catering to the needs of individuals and businesses.

THE CHRISTENSEN PROCESS offers keynote speeches, corporate workshops, invigorating retreats, and private coaching that teach people how to maximize their effectiveness by showing them how they are perceived and enabling them to use that knowledge to be their most compelling.

"This work isn't based on a manufactured image, or some expectation of what you should be," says Christensen. "This is work based on who people are. It's reality-based image consulting. We help people decipher what others see in them—how others react to or "read" them. then we take those perceptions and teach people to use them as assets—and best yet, we show people how to use their individuality to enhance their success and pleasure in all aspects of their lives.

PERSONAL BRANDING DISTILLS THE ESSENCE OF YOU

Everyone knows the brands that are in the marketplace: Nike, Coke, MTV, etc. Product and service brands are known by their logo, their slogans and the emotional connotations they create with their consumers. Our personal branding technique takes an element of a person's essence—one's skills, characteristics, and the impression one makes on others—and distills that essence into words and phrases that are meaningful and marketable.

Christensen ads, "Each one of us has a Unique Selling Proposition (USP)—the elements of our personality that define us, that make us special. Personal Branding Technology is about finding out what each person's USP is and allowing them to feel good about using it to their best advantage. Your advantage is you."

TIME-TESTED HOLLYWOOD TECHNIQUES FOR A NEW CENTURY

Profoundly useful for anyone in business, Christensen's Personal Branding Technology grew out of his work with actors. "In the old studio system, movie stars would have their image developed by the studio. And everything about them—their photographs, their clothes, the roles they played—supported that image. Garbo was mysterious; Debbie Reynolds was the-girl-next-door; Cary Grant was suave and urbane. Hollywood perpetuates this technique of mythologizing actors today: Danny DeVito is the lovable grouch; Jim Carrey is the class clown. I wanted people who didn't have a team of stylists on their side to have access to the same 'image-building' techniques, so over time I devised the Personal Branding System."

PROVEN TECHNIQUE THAT ENHANCES SUCCESS

Christensen developed the Personal Branding Technology to allow participants to obtain honest opinions from others in a comfortable way. The participants use the feedback to find common themes and behavioral patterns. Sam works individually with each participant to develop a list of "essences" that describes each participant "to a tee!" It's exciting, thorough, and fun.

PAST PARTICIPANTS RAVE ABOUT THE CHRISTENSEN PROCESS

"As a person in the public eye, I found Sam's program to be of major importance to me by precisely identifying how people perceive me. This has proved invaluable to me in my professional career."

- Mitch Gaylord, Olympic Champion, Speaker/Spokesperson

"Sam taught me to turn my perceived weakness into my greatest strength, a revelation indeed, and I appreciate the professionalism and integrity with which Sam and his staff guided me through this wonderful process."

- Eva Simons, Producer, VOCOM

"The comfort and strength which has accompanied my increased self-awareness has greatly improved my persuasive skills in jury trials."

- Harvey R. Levine, Trial Attorney

"Thanks to Sam's work I am far more comfortable being in my own skin. this knowledge has been invaluable to me in every aspect of my life and has contributed greatly to the personal and financial success that I am now enjoying."

- Shari Meyers Gantman, Psychotherapist, Producer and Host: Straight from the Heart Television, National Behavioral Expert

CURRENT AND PAST CLIENTS OF THE CHRISTENSEN PROCESS INCLUDE:

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| RE/MAX on the Boulevard | Jeff Foxworthy (The Jeff Foxworthy Show) |
| The Bosley Medical Group | Hal Sparks (Talk Soup, Queer as Folk) |
| The Los Angeles Times | Wil Wheaton (Star Trek: Next Generation, Stand By Me) |
| Carl Karcher Enterprises | Holland Taylor (The Practice, The Truman Show) |
| Lemond/Zetter Management | Michael Flatley (Lord of the Dance, Riverdance) |
| The LivingLibrary.com | Katherine Helmond (Who's the Boss, Brazil) |
| Khalsa Community Council | Barry Bostwick (Spin City, Rocky Horror Picture Show) |
| Eureka Builders | |

ABOUT SAM CHRISTENSEN

Since its inception in 1991, Sam Christensen Studios has helped nearly ten thousand people discover their Personal Brand. Located in North Hollywood, CA, Sam Christensen Studios offers workshop and meeting spaces, a headshot photographers gallery, and a home for some of the most creative minds in Los Angeles.

Prices for keynote speaking engagements range from \$5,000-\$7,000; workshop prices for THE CHRISTENSEN PROCESS begin at \$1,000 for individuals—corporate and group rates are available.