

**IBC GAINS WORLDWIDE RIGHTS TO
ENTERTAINMENT NEWS SERVICE (ENS)**

**International Buyers To Preview New Slate Of Hollywood News, Features,
And Celebrity Profiles At NATPE 2002**

HOLLYWOOD, CA January, 2002 – INTERNATIONAL BROADCAST COMMUNICATIONS, Inc. (IBC) a new international company formed by former E! Entertainment executive Jon Helmrich, has inked the international distribution rights to Entertainment News Service (ENS), a full service entertainment news production service. IBC will unveil its new slate of Hollywood news, features, profiles, interviews and celebrity shows as an official exhibitor at NATPE 2002 to be held in Las Vegas from January 21-24.

Taking a big step in establishing itself as a new source of Hollywood news and information, IBC is focusing its sales activities at NATPE on its various offerings from ENS. Among the programs in the current ENS catalog are “On The Set,” “Famous” and “CineNews,” each dedicated to covering a specific aspect of the world of movie entertainment. IBC will be screening these and other programs on the NATPE exhibition floor at booth #3351.

“NATPE will serve as a great platform for us to officially launch our company and to rollout our new slate of programming,” said Helmrich. “We didn’t think twice about signing up to exhibit because in spite of all the domestic discussion, NATPE continues to draw a number of important international companies, which is why so many of the studios’ international units will continue to be located on the exhibition floor. We’re anticipating a high volume of international traffic to our booth, especially from our international program buyers in Latin America and Asia.”

ENS was created 12 years ago as a division of Popular Arts Entertainment, which continues to operate the only independent entertainment news and feature business in the television industry. It’s extensive library, database, experienced news desk and dedicated production facilities have earned its place as one of the primary players in the entertainment/celebrity news category with ongoing and complete access to all important events, celebrities and productions in Hollywood.

A more detailed description of the featured series, which internationally are handled by IBC, is as follows:

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“On the Set” -- The best seat in Hollywood is “On The Set” as we transport viewers from living room couch to an anecdote and information filled journey into Tinseltown from the perspective of the director’s chair. Covering three films per 30-minute episode, “On The Set” utilizes “behind the scenes” footage, film clips, interviews with actors, directors, producers and screenwriters.

“Famous” – An in-depth celebrity profile series that explores the careers of superstars in their own words and in the words of their collaborators. Julia Roberts, Angelina Jolie, Ben Affleck, Mel Gibson, Sandra Bullock, Denzel Washington and Russell Crowe are among the featured guest.

“CineNews” – CineNews is movie news for movie lovers, an insider’s guide to filmmaking and filmmakers. It features exclusive interviews with the biggest stars in front of and behind the camera. CineNews explores the past, present and future of film with Hollywood’s top executives and behind-the-scenes experts.

Popular Arts Entertainment, a reality television production company responsible for such hits as “Dr. Katz” on Comedy Central and “The Jeff Corwin Experience” on Animal Planet, opened its doors in 1990 by creating the foundation for what has become the largest independent entertainment news operation in ENS. Under the banner of Entertainment News Service, the company has produced daily and weekly programming for numerous broadcast and international markets including NBC Weekend Today Show, HBO, Columbia TriStar, Fox, CBS, Universal and other major studios and channels. ENS owns and manages an extensive entertainment news videotape library, which it has accessed over time to program cable networks interstitially all around the world, and in creating such programs as “Jackie Collins Hollywood” (CBS), “Starz Movie News” (Encore), “World Entertainment Report” (HBO) and “The Delta Airlines Entertainment Review.” Tim Braine, formerly a top executive at HBO and Kevin Meagher, a former Executive Producer at CBS and a director for “Entertainment Tonight,” own the company and supervise the dedicated entertainment news facility and its programming which includes full time field cameras and a news desk. Popular Arts and ENS have facilities in Burbank and New York City.

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