



FOR IMMEDIATE RELEASE

**Altman Vilandrie & Company Directors Invited
To Moderate Two Panels at Digital Hollywood Spring**

***Directors Jonathan Hurd and David Waite Will Lead Senior Executive Discussions
on Monetizing Digital Content and Mobile Applications and Commerce***

BOSTON, MA, May 5, 2009 – Altman Vilandrie & Company (AV&Co.), one of the only pure play strategy consulting firms focused exclusively on the communications, media and related technology and investor sectors, today announced that Directors Jonathan Hurd and David Waite will moderate two panels at Digital Hollywood Spring in Santa Monica, scheduled for May 4-7 at The Grand Ballroom at Hollywood and Highlands and the adjacent Renaissance Hollywood Hotel.

Mr. Hurd will moderate “**Monetizing Digital Content - Innovative Ideas as Media, Entertainment and Technology Transform the Economy**”. As part of the The Broadband Platform – PC, Mobile, TV and Advertising Track, the panel includes senior executives from iCrossing; Getty Images; Openet; HIRO Media; Nabbr; Real Time Content; BSG; and MTV Networks. The panel will be held on Wednesday, May 6, from 3:50 p.m. – 5:00 p.m.

The “**Mobile GPS, Mobile Entertainment and Mobile Commerce Apps - Consumer Engagement and Commerce**” panel will be moderated by Mr. Waite. As part of the Personalized Media Track, speakers include senior executives from MoFuse; Rearden Commerce; Vringo; Immersion Corporation; and Trigger LLC. The panel is scheduled for Thursday, May 7, from 12:50 p.m. – 2:00 p.m. Additional information about Digital Hollywood can be found at www.digitalhollywood.com.

About Altman Vilandrie & Company

Altman Vilandrie & Company is a pure play strategy consulting group that focuses exclusively on the communications, media and related technology and investor sectors. The company’s consultants are experienced in strategy, marketing, finance, M&A, technology, regulatory and operations disciplines. Based in Boston, AV&Co. enables clients to seize new opportunities, navigate mounting challenges, improve business performance, and increase investor value within complex and converging industries. Ninety percent of the boutique firm’s operator clients are large- to mid-cap companies including service providers, content creators and aggregators, and equipment and software developers. AV&Co.’s financial clients include many of the largest and most prominent investors in the communications, media and related technology markets. Additional information about the firm can be found at www.altvil.com.

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