



For Immediate Release

## **Comweb Group Inc. and William F. White International Inc. Announce Appointment of Lowell Schrieder to Director, Marketing & Communications**



**Toronto, Canada** (January 11, 2010) - **Paul Bronfman**, Chairman and CEO of **Comweb Group Inc. and William F. White International Inc. (WFW)**, is pleased to announce the appointment of **Lowell Schrieder** to the position of **Director, Marketing & Communications**. In this new role, Schrieder will be responsible for refining the strategic direction of all marketing and communications initiatives for Comweb/WFW and associated regional operations across Canada commencing today.

Lowell Schrieder brings an extensive background in entertainment marketing, public relations and communications in the Canadian film and television industry spanning 10 years. Prior to joining Comweb/WFW, he was Corporate Marketing Director for P.S. Production Services Ltd., and has held communications positions at CTV's The Comedy Network and in Public Relations and Special Events for Paramount Parks Canada.

"Lowell has an impressive and diverse background as a corporate marketing and communications expert for the film and television industry," said Paul Bronfman. "His depth of knowledge, strong communication skills and years of professional experience make Lowell the perfect choice to lead the marketing and communications initiatives at Comweb Group/WFW. Lowell will be an integral part of my management team and we all look forward to his insights and contributions."

**Comweb Group Inc.** ([www.comwebgroup.com](http://www.comwebgroup.com)) includes **William F. White International Inc.**, Canada's oldest and largest provider of state-of-the-art lighting, grip, camera support and related specialty film and television production equipment with offices across the country ([www.whites.com](http://www.whites.com)), **CinequipWhite Inc.**, a full service sales company serving the broadcast, video, film and theatrical production industries in Canada ([www.cinequipwhite.com](http://www.cinequipwhite.com)) and **Sparks Camera and Lighting Inc.**, based in Budapest Hungary, a leading provider of production equipment to Western and Eastern European producers.

**Comweb Corporation** is the majority owner of The Comweb Group Inc. Founded by Mr. Bronfman in 1988, the company has grown to encompass horizontally integrated firms dedicated to providing expert production services, studio facilities and equipment to the Canadian and International film and television industry. Comweb Corporation is also the second largest voting shareholder of **Astral Media Inc.** one of Canada's premier media companies, ([www.astralmedia.com](http://www.astralmedia.com)) and is an active partner Toronto's largest film and television studio complex, **Pinewood Toronto Studios** ([www.pinewoodtorontostudios.com](http://www.pinewoodtorontostudios.com)). Comweb Corporation pursues production activities through its wholly owned subsidiary **Comweb Productions Inc.**

-30-

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