



FOR IMMEDIATE RELEASE  
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## 24fps Productions Announces Strategic Alliance with Diverwire, the News Outlet of the SCUBA Diving Industry

NEW YORK, NEW YORK (August 14, 2007) - 24fps Productions, Inc. the award-winning New York City based production company, announces today an alliance with Diverwire to promote the DVD instructional video: Underwater Video Basics.

The alliance will initially connect the content creation arm of 24fps Productions, with the marketing reach of Diverwire.

"With so many products competing in the crowded SCUBA marketplace, this alliance opens up a great opportunity to showcase Underwater Video Basics to a much wider audience. We're very happy to be working with Scott and his team in this endeavour." said Thomas Strodel, President and CEO of 24fps Productions.

"In today's fast-paced world, divers don't have time to wait for their news. Diverwire keeps the scuba community updated on new product releases, travel opportunities, resort news and other late-breaking news items in a simple, easy to read format," said Scott D. Jones, Diverwire President. "We are pleased to be working with 24fpsproductions. Together, we have some big plans in mind for the future."

### ABOUT UNDERWATER VIDEO BASICS

Shot in high definition, Underwater Video Basics provides step-by-step instruction on how to create better-looking videos underwater. Hosted by award winning cinematographer Steve Miller, the DVD provides insight on selection and maintenance of camera equipment, lens and video technology, dive skills and safety tips, communicating underwater, camera shots and moves, storytelling techniques, and tips for interacting with sea life.

Underwater Video Basics DVD retails for \$29.95, and can be purchased directly from the web site: [www.underwatervideobasics.com](http://www.underwatervideobasics.com). Special discounts are offered to retailers and wholesalers.

### ABOUT DIVERWIRE

Diverwire is a news service for the scuba diving community. The service is designed to deliver breaking dive-oriented news to divers and scuba enthusiasts around the world in a timely, efficient way. Thousand of divers receive their news from Diverwire every week. For more information, visit: [www.diverwire.com](http://www.diverwire.com)

### ABOUT 24FPS PRODUCTIONS

24fps Productions, is a New York City-based independent production company that specializes in creating original programming for cable, broadcast, and home video distribution. For more information, visit: [www.24fpsproductions.com](http://www.24fpsproductions.com)

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