

Gregory K. Sabatino
Chairman & CEO,
The Sabatino Day Williamson Group of Companies
Brenalt, Sabatino & Day
Sabatino/Day
Gregory Sabatino Productions

Producer, DALLAS 362
Director, FALSIFYIN'
Executive Producer, "Go For It!"

Gregory K. Sabatino plays a variety of key management roles for companies in the advertising, entertainment and film industries, and has been recognized throughout his 40-year career as an innovator in creating new business models, new concepts and new communications platforms and channels.

For the past 25 years, Mr. Sabatino has been Chairman of Sabatino/Day, an advertising and public relations agency ranked in the top 250 by *Advertising Age* magazine. Under his leadership, the agency has grown from a \$4.5 million local company with 13 employees to a multi-disciplined national marketing communications powerhouse with over 50 employees and \$50+ million in annual billings. Today, S/D provides strategic planning and branding; creative; media strategy, planning and buying; public relations and corporate communications and interactive marketing services along with entertainment services through offices in Dayton/Dayton, Los Angeles and Miami. The agency delivers strategically relevant, award-winning creative thinking, campaigns and broad-based solutions to companies with strong national and international brands, including Emerson, HealthSouth, Kodak, LexisNexis, Mead, NCR, Pioneer and Titan Auto Insurance, a division of Nationwide.

Mr. Sabatino's keen insights into the limitations of traditional marketing communication disciplines to reach and connect with all the audiences critical to brand and business success in the new century led to a partnership in 1999 with Hollywood visionary Peter Guber. Together, Mr. Guber and Mr. Sabatino created a new paradigm and business model – branded entertainment – harnessing the colliding disciplines of advertising, entertainment and technology into proprietary entertainment properties delivered across a variety of conventional and non-conventional communication platforms. Mandalay Branded Entertainment, a 50/50 joint venture between the two, proved this new model in one of its earliest branded entertainment assignments for HealthSouth Corporation, the only truly national healthcare brand. With Mr. Sabatino as executive producer, MBE created the "Go For It!" Television Show, a 13-week, live-action "reality" show featuring eight- to 14-year-olds competing in physical and mental challenges, as well as the hottest young music groups, which won two Tellies and ran on the ABC Family Channel.

MBE has also used branded entertainment to position and promote a select roster of other high-profile client brands including Black Velvet, Fifth Third Bank, Emerson and STRANA (Super Truck Racing Association of North America).

While renowned for his business acumen and known for his business ethics, Mr. Sabatino's passion is film. He formed Gregory Sabatino Productions in 1999, with a focus on smaller, independent projects ranging from \$3 to \$5 million budgets. With a particular interest in working collaboratively on projects that ignite his imagination as well as those of potential audiences, he first partnered with Konwiser Brothers, a groundbreaking cooperative established to develop, produce, sell, package and provide global distribution for specialized films. The SDW Group and Konwiser Brothers produced "Dallas 362," which marked the directorial independent feature-film debut of actor Scott Caan ("Ocean's 13," "The Dog Problem," "Friends with Money," "Into the Blue," "Ocean's 12," "Ocean's 11," "Novocaine," "Gone in 60 Seconds," "Boiler Room," "Varsity Blues") working from his original script. Caan also stars in the independent feature with Jeff Goldblum, Shawn Hatosy, Kelly Lynch, Selma Blair, Heavy D, Marley Shelton, Freddy Rodriguez, Bob Gunton and Val Lauren. Following a strong run on the Festival Circuit at the Toronto International Film Festival, Starz! Denver International Film Festival and London bfi Film Festival and the Critic's Jury Award coming out of the CineVegas International Film Festival, "Dallas 362" received distribution from THINKFilm.

Most recently, Mr. Sabatino wrote and directed his first short documentary film FALSIFYIN'. This passion project explores the Boogie Woogie music genre – its roots and power – through a series of interviews with and performances from Boogie Woogie greats, including Jerry Lee Lewis, Pinetop Perkins, Marica Ball, Henry Gray and newcomer Little Red Clay. Shot at and around the Ground Zero Blues Club in Clarksdale, Mississippi, FALSIFYIN' is narrated by club owner Morgan Freeman.

