



MEDIA RELEASE

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Food Matters Fly's High

Innovation Centre company Food Matters is flying high after recently securing deals with Singapore Airlines and Air New Zealand to have their film screened as part of the in-flight entertainment on all flights.

The deal was secured by Aspect Film – their film and TV sales agent who is based in Spain. Director and Producer James Colquhoun commented 'the exposure from these international airlines will really assist with the films awareness globally'.

The two local nutritionists turned filmmakers - James Colquhoun and Laurentine ten Bosch – have had great success marketing their film around the world having already sold over 60 000 copies in the first three months of operation.

James and Laurentine are jetting off to the United States this month to attend Expo West – the biggest natural products expo in the world. In fact, last year the event attracted over 52 000 people over the three day period.

Whilst in the U.S, Food Matters will also be appearing on mainstream radio and television promoting their film.

In addition to the hundreds of community screenings the film has already had around the world, the company is also in negotiations with the French broadcaster (CANAL+) regarding possible rights to the film in over 29 countries around the world for a TV series.

Food Matters joined the Innovation Centre's Business Incubator program in mid 2008 and have since benefited from working with several of the other talented businesses in the Centre.

In February 2009 they launched their brand new online business model which was completely designed and built in house at the Innovation Centre with the help of Online Marketing Collective and Always Interactive.

With the new website, they now also have several new learning programs, eBooks and other products and services available and are able to maintain their complete business system with ease.

'The internal networking and the business development support we receive from the Innovation Centre management team has pushed our business to a whole new level', James said.

Food Matters moved to the Innovation Centre from Sydney in August 2008, attracted to the Sunshine Coast lifestyle and an innovative place to run their global business.

They have also benefited from the close proximity to the University of the Sunshine Coast

campus by taking part in one of the advertising courses, having 10 students work on advertising campaigns to suit their brand, business model, and budget.

Food Matters couldn't be happier with their new office location saying 'the Business Incubator is the greatest thing that can happen to start up companies, especially those in the IT arena with sustainable ideas. I recommend it to all those I know as the support of a team of high level intellects necessary when starting a new business is commonly underestimated by the entrepreneur.

The Business Incubator provides the support and business infrastructure necessary to succeed; it's as simple as that'.

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