

**Contact: Caitlin May**  
Brandwood Global Inc.  
Phone: (800) 562-1231  
caitlin.may@brandwoodglobal.com

25350 Magic Mountain Pkwy  
3<sup>rd</sup> Floor  
Valencia, CA 91355  
www.brandwoodglobal.com



## **Brandwood Global Offers New Financing Option to Help Content Creators Secure Brand Funds for Productions**

### *Introducing Brand Gap Financing for Content Creators*

LOS ANGELES, CA, January 27, 2016 – Brandwood Global Inc., a Los Angeles-based advertising technology company that helps advertisers find exposure opportunities in film, digital content, video games and celebrity endorsements, is introducing an innovative new way to supplement financing for productions. With the Sundance Film Festival winding down, many hopeful content creators will leave with only partial funding for their projects. Brandwood Financial Services, a wholly owned subsidiary of Brandwood Global, now offers Brand Gap Financing, a financial tool to fill production budget shortfalls by leveraging escrowed funds from brand integration deals as collateral for loans back to the production.

Brand Gap Financing is an ideal funding option for independent producers, game studios, and popular digital content creators who have a track record of success and require additional funds to complete financing for new projects earlier in the life cycle. Traditionally, brands participating in brand integration deals pay the studio, network or producer of the project after proof of completion of the integration, often deep into the production or post-production cycle. Content creators interested in exploring Brand Gap Financing are encouraged to register, set up their projects and brand placement opportunities at BrandwoodGlobal.com (<http://BrandwoodGlobal.com>).

Robert Anderson of Benefit Strategies, a film financing and insurance consulting firm, shares, “I’ve been in film financing for a long time, and know that independent filmmakers struggle to find funding other than the rare equity investor, so Brandwood Global is a real game changer. Brand Gap Financing levels the playing field for creators who want to advance their projects.”

Once a content creator closes brand integration or product placement contracts with brands through BrandwoodGlobal.com, the brand funds are placed into escrow while awaiting completion of performance of the content creator’s contractual obligations. Working with Dealstruck, a business lender, and upon approval of a completion bond for the project with Cinema Completion LLC, up to 85% of the brand funds can be released to the production. Brandwood Global oversees the deal for both the brand and project from matching, contracting, and funding to fulfillment of the deal obligations.

Stephanie Weier, Co-Founder and CEO of Brandwood Global reflects, “Having been involved in thousands of brand integration and product placement deals, and as an indie filmmaker myself, I felt the need to make this unique funding option possible for content creators who deserve the opportunity to bring their visions to life.”

### **About Brandwood Global**

Brandwood Global was established in 2014 to level the playing field for content producers and brands

for branded entertainment opportunities. Currently, Brandwood Global is offering brand placement opportunities in content across film, digital and video gaming platforms in the U.S. and Canadian markets. It will soon expand platforms to include celebrity endorsements, live events, music videos and commercials.

Prior to founding Brandwood Global, Co-Founder and CEO Stephanie Weier successfully led her own product resources company, The Domain Group, for 15 years, while Co-Founder and COO Larry Weier served as the Vice President of Production at Universal Studios, where he supervised the permissions, research, product placement and branding divisions of the company for more than 25 years.

Dealstruck offers businesses the opportunity to access multiple credit products. Its online platform provides borrowers with the growth capital they need quickly and easily. Learn more at Dealstruck.com <http://dealstruck.com>.

Cinema Completion LLC is an independent motion picture completion guarantor underwriter and risk manager. Learn more at CinemaCompletion.com <http://cinemacompletion.com>.

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