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## **Los Angeles-Based Brandwood Global® Opens The World To Brands and Creatives with Disruptive Software to Be Developed by Silicon Valley Menlo Technologies**

*The democratization of the product placement and brand integration industry has arrived as Brandwood Global taps Menlo Technologies, a Silicon Valley-based custom application company, to design software.*

LOS ANGELES, CA, January 20, 2015 **/24-7PressRelease/** -- Brandwood Global, a Los Angeles entertainment technology company taps Menlo Technologies, a software development company that works with Fortune 1000 companies and start-ups alike, to build the Brandwood Global cloud technology that will facilitate interaction among global brands with film, digital content, gaming, and event producers. It also has plans to introduce financing opportunities to participants in the future [www.brandwoodglobal.com](http://www.brandwoodglobal.com).

"We are delighted to be working with Menlo Technologies," said Brandwood Global CEO and Co- Founder, Stephanie Weier. "Menlo is the perfect choice to execute and partner with on this unique software." Brandwood Global was established in 2013. Ms. Weier has successfully led her own product placement and integration company, The Domain Group, for 15 years. COO and Co- Founder, Larry Weier served as an executive at Universal Studios Production and was involved with numerous international blockbusters as well as designing for the studio a software that would become IMDB (Internet Movie Data Base) and Studio Credit System, the first and foremost entertainment information system.

"Brandwood Global is a unique and disruptive technology in the brand integration arena. This presents an exciting opportunity for us," said Gary Prioste, CEO of Menlo Technologies. "Both Larry and Stephanie bring stellar reputations and technical experience to their vision for Brandwood and we look forward to breaking new ground with them."

Brandwood Global software opens up the traditionally exclusive top-tier film

industry product placement deals with global brands to independent producers, directors, and game developers by connecting them with challenger brands that have not had access to the creative community. Another important Brandwood Global disruptor is the gap financing the company will make available to qualified projects and bring them to life faster.

"Brandwood is a game changer in every sense of the word," said COO, Larry Weier. "Our software is in very good hands with Menlo Technologies. They have the capacity to ensure we achieve our shared vision now and have the flexibility to scale in the future."

The agreement for the two California companies was completed on January 14, 2015. Software development is now in the alpha stage. The software will be available in Spring 2015 with the primary focus on films under \$10M, digital content, and gaming in the United States then rolling out internationally. If you would like to learn more about Brandwood Global, or participate in the beta launch, contact the office of Tania Mulry, Brandwood Global Chief Marketing Office 25350 Magic Mountain Parkway, 3rd Floor, Valencia, CA 91355 800-562-1231 Monday - Friday 8am - 5pm Pacific Time Email: [Tania.mulry@brandwoodglobal.com](mailto:Tania.mulry@brandwoodglobal.com)

Brandwood Global is a disruptor for the entertainment and media brand integration industries. It unlocks the hold major studios have on controlling film production and the dominance that major brands have on product placement and integration. Brandwood Global deconstructs the traditional system and democratizes creative production by bringing together independent producers and challenger brands to transact their own placement deals with financial security.

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