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Robin Budd Named Executive Vice President of HUMANITAS Productions

Organization also Announces First Development Project, a One-Hour Drama Pilot Executive Produced by "Grey's Anatomy" Creator Shonda Rhimes

LOS ANGELES, Calif. (April 13, 2010) – Robin Budd has been named Executive Vice President of HUMANITAS Productions, it was announced today by HUMANITAS Executive Director Cathleen Young and HUMANITAS President John Wells. Budd, who most recently served as Senior Vice President of Mandalay Television, will lead HUMANITAS' efforts in developing projects for HUMANITAS Productions. HUMANITAS Productions was formed last year to identify and develop high quality projects which reflect the HUMANITAS brand.

"We're thrilled to have an executive of Robin's passion, experience and energy leading this venture," said Young. "Her proven track record in developing, selling and producing entertaining and challenging programming makes her the ideal person for this critical role. And as you can see, she's hit the ground running."

"The goal of HUMANITAS Productions is to develop outstanding programming that is entertaining and uplifting," added Wells. "To oversee that development we needed a seasoned television producer with a creative vision in line with the kinds of stories HUMANITAS has honored for over three decades. We've found all that and more in Robin Budd."

HUMANITAS Productions has identified as its first development project a one-hour drama pilot executive produced by *Grey's Anatomy* creator Shonda Rhimes. It will be written by screenwriter and actor Cullen Douglas. Douglas, who has appeared on dozens of television series including *CSI: NY*, *True Blood*, *Psych* and *Grey's Anatomy*, co-wrote the screenplay *Saving Livingston*, currently in pre-production. For the stage, he wrote and performs in the acclaimed solo play *Afraid to Look Down*, which explores his journey as a first-time father to a son born with Down syndrome.

"For over three decades, HUMANITAS has honored the writers of today," said Rhimes. "Now they are empowering the writers of tomorrow. I am thrilled to be part of the HUMANITAS family and their efforts to introduce new voices into the television landscape. Cullen Douglas is one of those new voices—he's a very talented actor and a wonderful writer and I am excited to develop a project with him."

Budd will also represent the HUMANITAS team in developing projects for its joint content development fund with the Association of National Advertiser (ANA)'s Alliance for Family Entertainment. The two organizations partnered in 2009, creating a content development fund to find inspiring, classic television stories that uplift while inspiring and uniting humanity. Development funding is a partnership between key Alliance members, a group of national advertisers, and HUMANITAS' Board of Trustees, consisting of 22 highly-regarded television and film writers. The Trustees include HUMANITAS Board members Neal Baer (*Law & Order*), Marshall Herskovitz (*The Last Samurai*), Carol Mendelsohn (*CSI*), John Wells (*ER*), John Sacret Young (*China Beach*) and Ed Zwick (*thirtysomething*), as well as such other notable writers as Damon Lindelof (*Lost*) and David Shore (*HOUSE*). Individually, Trustees also will shepherd projects in a variety of ways, from supervising other writers in a showrunner capacity to developing story ideas of their own.

Budd served as Senior Vice President of Mandalay Television from 2007 until 2010. During her tenure she conceived, sold and supervised the development of one-hour and half-hour pilots for broadcast and cable networks including CBS, A&E, AMC, HBO, LIFETIME, CW and FX.

Before joining Mandalay, she spent 12 years at Edward Zwick and Marshall Herskovitz's Bedford Falls Company, most recently as Vice President of Development and Production, managing feature film and television projects. She produced the film *Lone Star State of Mind* (Screen Gems), starring Joshua Jackson and Jamie King, and served as associate producer on *The Siege* (20th Century Fox), starring Denzel Washington and Bruce Willis. She also developed several television pilots with Bedford Falls, and staffed writers and directors on the critically-acclaimed television series *Once and Again* (ABC). She began her tenure at the company in 1994 as Zwick's assistant.

Budd began her entertainment career in theatre administration at Studio Arena Theatre in Buffalo, New York and the Huntington Theatre Company in Boston.

A native of Brooklyn, Budd received her BFA in Theatre Studies from Boston University.

About HUMANITAS

The HUMANITAS Prize is an annual screenwriter's award founded in 1974 to encourage, stimulate and sustain the nation's screenwriters and to give them the recognition they deserve. The HUMANITAS Prize honors stories that affirm the dignity of the human person, probe the meaning of life, and enlighten the use of human freedom. The stories reveal common humanity, so that love may come to permeate the human family and help liberate, enrich and unify society.

The HUMANITAS Prize is funded by an endowment established through the generosity of individuals, networks, studios and foundations.

Since its inception, the HUMANITAS PRIZE has awarded over $2.8 million to more than 250 deserving writers.

About ANA Alliance for Family Entertainment

The ANA Alliance for Family Entertainment is a group of nearly 40 national advertisers, supported by the Association of National Advertisiers (ANA), representing approximately 30% of all U.S. television advertising dollars. Its mission is to find, nurture, develop and support high quality content the entire family can enjoy on multiple distribution platforms. It has spent roughly $8 million on series development over the past seven years. Since its inception (as the Family Friendly Programming Forum) more than a decade ago, the group has played a role in bringing more than 20 family primetime programs to air, including Friday Night Lights, Everybody Hates Chris, 8 Simple Rules and Gilmore Girls. The group hosts an annual symposium to keep an ongoing dialogue with the entertainment community and has granted 58 scholarships to ensure that future content developers and writers understand marketers' commitment to family entertainment. For more, visit www.anaafe.com

For more information, please visit the website at www.humanitasprize.org

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