

FOR IMMEDIATE RELEASE:  
DODDLE PRO  
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## **DODDLE THIS!!!!**

### **DODDLE, The New Free, Most Informative Local Guide, Poised to Revolutionize the Film Industry and Internet Capabilities**

**The World's First Digital, Completely Interactive Filmmaking Resource to Debut at Press Conference on Friday, November 5 at 12:30 PM**

SANTA MONICA, C.A., November 5, 2010 – Doodle Pro, the world's first international, interactive and fully comprehensive Phone App and web site -- a must-have resource for filmmakers and film aficionados -- will be unveiled at a press conference on **Friday, November 5, 2010 at 12:30 PM** at the Loews Hotel, **1700 Ocean Avenue in Santa Monica, CA**. The creators of the app, Jim Robertson and Rich Kwiat, will be joined by elected officials and members of the California Film Commission, who will also discuss how this new guide will positively impact the local economy and make it easier for those in the film industry to procure necessary services.

Created by filmmakers, for filmmakers and film buffs, Doodle will revolutionize the film and TV industry by providing users with the most current, continuously updated database of businesses and individuals that pertain to the entertainment industry. Available as a Smartphone app and as a website, Doodle – slang for “an easy task” – benefits anyone in the film and TV industry by allowing users to search for vendors, crew, talent, locations, film offices and other resources anywhere in the world. It's the new "bible" for any TV/film executive planning a production...

In addition, Doodle Pro allows users to create and share digital call sheets, eliminating the need to print bulky, antiquated production guides. Doodle's creators envision a world in which every task related to film production can be performed on one's Smartphone or computer, saving time and resources. “With Doodle, we've created a product that brings us one step closer to a completely paperless world,” says Robertson.

**WHERE:** Loews Hotel  
1700 Ocean Avenue  
Santa Monica, CA

**WHEN:** Friday, November 5  
12:30 PM