

PRESS RELEASE
For Immediate Release

October 30, 2007

Redrock Micro
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Redrock Micro's Film Look Powers Jay-Z's "Blue Magic"

Director Rik Cordero's bold trailer generates overwhelming Internet response

Dallas, TX – Redrock Micro's revolutionary cinema accessories play a central role in creating the look for Jay-Z's latest music video trailer "Blue Magic", a trailer that has garnered huge attention for Director Rik Cordero. The trailer is in support of Jay-Z's upcoming album American Gangster.

"We needed to create a trailer that really stood out from the noise of so many other music videos," said Rik Cordero. "Redrock's cinema accessories really made the difference in giving us the look we wanted. "

Although the intention for the trailer was a "straight to YouTube, straight-up Internet blast," the Internet response has been so overwhelming that VH1 has picked up the trailer, and BET is airing it on Rap City. The gritty, black-and-white "trailer" for the song depicts an anonymous hustler moving product. Cordero thinks the "Blue Magic" trailer in particular connects with audiences because of the central metaphor - a hustler moving product, which ultimately turns out to be the "Blue Magic" single.

"We are proud of the success Rik has achieved using Redrock gear," said James Hurd, Chief Revolutionist for Redrock Micro. "It is our mission to help filmmakers achieve higher product values without high prices. Rik has really nailed it with the Blue Magic trailer."

About Redrock Micro

Redrock Microsystems leads the way in delivering high quality cinema accessories for digital filmmakers at truly revolutionary prices. Redrock Micro's products are designed to enhance DV and HD/V cameras for true cinema-style shooting, including cameras from Sony, Panasonic, Canon, and JVC. At the heart of the Redrock family is the award-winning Redrock M2 Cinema Lens adapter, which creates the shallow depth of field, angle of view, and focus techniques typically only found in 35mm motion picture film. Additional cinema accessories include the microFollowFocus (repeatable focusing optimized for 35mm still lenses), microMattebox, microRemote (wireless remote follow focus), and microPod. Through a unique business approach of direct-to-customer and

build-to-order, Redrock delivers the quality and technology of high-end solutions at a fraction of the price. This approach is ideal for independent filmmakers, film educators and students, and budget-conscious moviemakers. Redrock Micro has offices in Dallas, Texas, and Hollywood, California.

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