

FOR IMMEDIATE RELEASE

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Jersey City New Jersey, The film and media resource, review, and entertainment website FilmFetish.com announces the launch of a new multimedia timeline spanning the fifty-year career of thriller genre genius Alfred Hitchcock. The timeline is set to launch at the portal on May 15, 2005.

A master of suspense and psychological drama, the British-born director has over thirty films accredited to his name including the classics *Vertigo*, *Rear Window*, *North By Northwest* and *The Birds*. But Hitchcock is probably most well-known for the blood splattered shower murder in the film *Psycho*, cited not only for its startling portrayal of psychosis and family but also its dynamic camera angles, making it one of the most innovative horror films of all time.

Launching May 15, the FilmFetish.com Hitchcock multimedia timeline will be a valuable resource tool for professional filmmakers and Hitchcock scholars, a source of fun trivia for movie fans, and a resource for film buffs looking for all of the mystery master's cameo appearances. The timeline will include slideshows, synopses, production notes, trivia, animation, and sound bytes spanning from Hitchcock's directorial debut in 1925 with the British/ German film *The Pleasure Garden* to his final major work *Family Plot* in 1976.

By Hand Media, the multimedia and custom publishing company that owns and operates FilmFetish.com, is currently seeking sponsorship opportunities, including a launch poster, film industry mailing, newsletter email blast and online banner ad, for the project.

Other multimedia timelines created by the company include the African-American Horror Film History, which was launched in 2004, Greatest Spy Films of All Time, launching later this year and Most Kinetic Kung Fu Films Ever Unleashed, which will also launch in late 2005. Other upcoming director profiles include Brian De Palma, Stanley Donen and Shaft director Gordon Parks. All of these timelines include photos, animation, sound clips, production notes, synopses and release dates.

Film Fetish is a web portal containing reviews, resources, games and photos related to films of yesterday and today. The site is for both the casual film-goer and professional filmmaker alike; providing critical in depth information on the latest events, expos and conventions worldwide, with information on upcoming feature films, quality television, animation and experimental media. With a focus on the urban cinema experience and interaction, Film Fetish also host seminars, screenings and lectures on the art and business sides of the industry, as well as sponsoring youth-oriented initiatives and spotlighting independent filmmakers.

The website can be found at www.filmfetish.com

By Hand Media is a design and communications consultancy firm based in Jersey City, New Jersey owned and operated by Rene Carson, a graduate of the School of Visual Arts in New York City. The firm provides web and print design and marketing solutions for the health care, insurance, retail, film, and television and animation industries.

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