

TOMI FILM FESTIVAL

THE BUSINESS OF FILM FESTIVALS©

PERFORMERTRACK JOINS TEAM TOMI

FEBRUARY 11 – 13, 2010 DURING THE NBA ALL STAR WEEKEND



NEW YORK, NY (FEBRUARY 4TH, 2010) – One day you're an artist, going out on an audition, rescheduling your day to include studio time or developing that new script. Mostly you're headed to work, hustling to make ends meet or simply trying to piece the finances of your small empire together. It's a lot to deal with.

There's a simple thing called management that can help you organize your day with detailed time slots and to-do lists. However, at times a datebook isn't enough to get the job done. What's a person to do with all those balls up in the air? Get *PerformerTrack* and take control of "You Inc."

"We are excited to empower the winners of the TOMI Film Festival with memberships to PerformerTrack," says Kristina Hughes, President of Holdon Log. "Whether they are filmmakers or talent, by making the commitment to run their business, like a business with PerformerTrack they will be able to manage their careers efficiently and effectively. Whether on set, at festivals, screenings, in class or when taking pitch meetings, PerformerTrack will be with them every step of the way."

PerformerTrack offers excellent features like Audition/Callback/Booking & Invoice Tracking, Expense & Income Reports, PerformerTrust/ChildTrust Accounts w/Deposit Status Alerts, Headshot/Demo Reel Library, Contacts, Calendar and so much more.

Winners will receive a six-month subscription that includes the online PerformerTrack software and unlimited Tech Support.

For more Information, Press Inquiries and/or Questions:

Maggie Peterson, Director of Public Relations
Holdon Log ~ "The Standard In Performer Organizational Tools "
MP@HoldonLog.com

Tonisha Johnson
CEO, TOMI Film Festival
publicity@tomifilmfestival.com

About Holdon Log

Holdon Log, LLC (www.HoldonLog.com), the parent company of PerformerTrack, was founded in 2001 by performers (actors, models, comedians and background artists) who realized the need for organizational tools specifically designed for entertainers.

About TOMI Film Festival

TOMI Film Festival™ was founded in 2007 in an effort to build relationships between the filmmaker and the business of entertainment. TOMI Film Festival is headquartered in New York.
www.tomifilmfestival.com

###