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SPRINT'S UPSTAGE TAKES INSTANT GRATIFICATION TO A NEW LEVEL

Ear to Ear Produces Hip Track to introduce Sprint's new phone/music player

SANTA MONICA, CA - May 30 2007 - Now anyone can get the likes of cool artists like Ciara Joss Stone and My Chemical Romance at the touch of a button with Sprint's new Upstage, a phone on one side and a music player on the other. Instant wireless downloads allow owners of this hot new phone to be instantly hip.

The music track for the national spot which broke in late April was written by Brian Banks, owner and creative director of Ear to Ear music and sound design. The spot comes via Ogilvy & Mather NY who called on Banks to create a retro 70's fusion track mashed with modern beats that compliment the fever pitched competitive banter between two wannabe insiders.

ABOUT EAR TO EAR

Ear to Ear is a world-renowned music and sound design company with offices in Los Angeles and London. The flagship studio is located in Santa Monica and has a gorgeous sound stage that can easily accommodate a 40-piece orchestra.

Brian Banks, owner and Creative Director has been playing the piano since he was five. Brian has been immersed in the Los Angeles music scene all of his life. After graduating from Cal State Northridge, he immediately found himself in demand working in records and films. His musical talents coupled with his mastery of cutting edge technology lead to work with artists like Michael Jackson, Quincy Jones, Giorgio Moroder and David Bowie. During the 1990's he scored many films including *Young Guns* and *Internal Affairs*.

Not content to stay at the forefront of records and film music, In 1993 Banks launched Ear to Ear. He bucked the trend of huge Jingle Houses with "In house" staff, and chose the route of collaborating with the best composers that Hollywood had to offer. Always experimenting, he was among the first to run Trans-Atlantic recording sessions, and now they are a part of his daily routine - bringing together the best from London and LA.

Ear to Ear has scored tracks for some of the worlds most recognizable brands, including IBM, Kodak, Microsoft, Mattel, BMW, Motorola and Sprint.

Banks' love and passion for music comes through in the music of Ear to Ear.

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CREDITS

Client: Sprint
Spot Title: "Street"
Length: :30
Agency: Ogilvy & Mather
Chief Creative Officer: Chris Wall
Creative Director/Copywriter: Greg Ketchum
Creative Director/Art Director: Tom Godici
Executive Producer: Lee Weiss
Assistant Producer: Kristen Ettinger
Director: Joe Pytko
Editorial Company: Go Robot
Editor: Joe K
Animation: Spontaneous

EAR TO EAR CREDITS

Composer: Brian Banks
Executive Producer: Amy Lyngos