

FOR IMMEDIATE RELEASE

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Attn: Business page editors, entertainment editors,
Internet/technology editors, NY Metro editors:

COMEDYWISE, LLC Offers Professional Comedy Writing
to Corporate Execs, Pols, Entertainers and
Ad Agencies

New York , NY , March 20, 2007 -- Ever wonder who puts the jokes
and witty remarks into the mouths of some of the country's most
prominent speakers and speech makers? Curious about where the
clever copy in a funny ad or TV spot came from?

Comedy and media industry vets Frank Santopadre and Jim Pharo
have teamed up to create Comedywise. Comedywise provides written
comedy material to both professionals and non-pros, from stand-up
comedians to corporate execs to politicians to ad agencies.

Frank Santopadre, Co-CEO of Comedywise and one of the nation's top
comedy writers, says, "You'd be surprised to discover how many
prominent public figures request our help: Politicians, Fortune 500
CEO's, media moguls, actors...in fact, Michael Richards just asked us
to do a rewrite on his next tirade."

Jim Pharo, Co-CEO and Chairman of Comedywise and an experienced
media executive, points out, "There's a lot of money spent on comedy
writing and producing by corporate America already, but accessing it
can be a challenge. So we focus on delivering the highest level of
talent with a commitment to achieving results, all in a corporate-
friendly package." Pharo added, "Everyone knows humor sells. We've
made it easy to tap into established comedy talent, whether you're a

CEO addressing a benefit gala, a politician on the stump or a corporation communications specialist looking to spice up a sales meeting. And all the work is done in the strictest confidentiality, of course.”

"Don't get us wrong," adds Santopadre. "When we say we're 'coming out of the closet', we mean that we're creating an actual company and branding what we do. We respect our clients' wishes and never reveal the identities of the people we're writing for. Unless of course the check bounces."

Santopadre has written and produced comedy for *The Tonight Show*, Comedy Central, HBO, *Caroline's Comedy Hour* and many others. He recently wrote and co-produced events for ABC, The Friars Club, The Writers Guild and Comedy Cures, a charity that uses comedy to raise awareness for cancer research.

Pharo comes from the world of advertising, having worked at Young & Rubicam and then serving as the General Manager of The Lord Group until 2001. His career began on Wall St. in the 1980's and includes stints in large companies as well as a NY-based venture capital firm. Pharo and Santopadre worked together as Publisher and Editor-in-Chief of the late and much lamented (at least by them) *Jest Magazine* and *Jest.com*.

In addition to Santopadre and Pharo, Comedywise also works with a freelance staff of top comedy writers whose credits include *The Daily Show*, *Saturday Night Live*, *The Colbert Report*, *The Tonight Show* and *Air America Radio*.

For additional info, contact Frank Santopadre at (212) 845 9907, or Jim Pharo at (212) 845-9906.