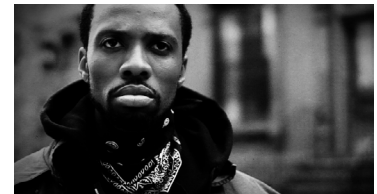




# EXIT STRATEGY

is an award-winning production company focused on telling engaging, substantive stories and designing rich cross-platform experiences. The company was founded by Ryan Koo and Zack Lieberman, both of whom are filmmakers, technologists, and interactive designers. They leverage this hybrid expertise to create innovative stories and platforms that generate revenue streams across multiple platforms.

Together, Koo and Lieberman created, directed and produced the “urban western” Web series **THE WEST SIDE** (<http://thewestside.tv>) which won the **2008 Webby Award for Best Drama Series**. Filmmaker Magazine named them two of their 25 New Faces of Independent Film and heralded the series as “ingenious low-budget independent filmmaking that just happens to be viewable only on the Web.”



Their follow-up project is the cross-platform murder mystery **3RD RAIL**, an interactive whodunit set on a trapped underground New York City subway train. Blurring the line between movie and game, **3RD RAIL** will be the first release to utilize EXIT STRATEGY’s new technology platform, which enables viewers to switch between multiple storylines in real-time. This empowers users to act as their own detective and creates unique viewing experiences on any connected platform (web browsers, set-top boxes, iOS and Android mobile devices, Playstation, or Xbox). Watch **3RD RAIL**’s informal interface demo at <http://3rdRail.tv/demo>



An early mockup of **3RD RAIL**’s interactive interface. Watch the informal demo at <http://3rdRail.tv/demo>

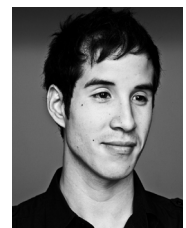
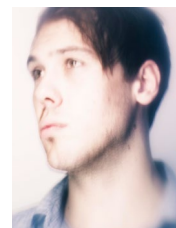
Also in the company’s slate is **MAX & CHARLIE** (<http://max-and-charlie.com>), which follows a young boy’s adventurous chase through a surreal day of New York City chaos. **MAX & CHARLIE** is being made into a graphic novel, a feature film, and a video game, each of which Lieberman will write and direct.



Charlie!

Max!

EXIT STRATEGY also operates a new media production and consultation unit, which has helped build a network of sites that garner over 50 million combined pageviews per month. Past clients include MTV, CMT, VH1, Rhapsody, Focus Features, Saks Fifth Avenue, and Ralph Lauren. Koo’s film website **nofilmschool** (<http://nofilmschool.com>) recently won Total Film’s Best Creative Blog award; Lieberman recently won an **Emmy Award** for his work on a set of digital properties for Sony Pictures Television.



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For more on EXIT STRATEGY’s past and future, please visit <http://exitstrategy.tv>