

Foresee Entertainment and Digital Valence Form Strategic Alliance

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Partnership Will Provide Full Range of Digital Design and Technology Solutions for Media, Entertainment, and Content Companies

([PRWEB](#)) May 1, 2009 -- Foresee Entertainment, the media and entertainment company founded by former HBO CEO [Chris Albrecht](#) and former HBO Digital Initiatives executive [John Penney](#), and Digital Valence, LLC, a next-generation media solutions firm founded by five former digital and technology executives from Turner Broadcasting, have formed a strategic business alliance. Terms of the partnership were not disclosed.

Through this new collaboration, Digital Valence and Foresee will offer clients and business partners of both companies the benefit of their respective actionable knowledge and proven relationships. [Foresee](#) brings to the alliance proven capabilities in building the creative, strategic and financial tools necessary to establish innovative multiplatform businesses. Digital Valence offers multi-faceted strategy, design and technology guidance to help clients develop and execute effective new methods for creating value from existing and new business opportunities. The two companies will partner with each other and their respective business partners to drive innovation and economic benefit to clients in the media, entertainment, and information services industries.

"This partnership is a terrific pairing of two complimentary pools of experience, skills and relationships," said Chris Albrecht, Foresee Entertainment's CEO. "Being able to call upon Digital Valence's outstanding capabilities in digital will add value to our company, and it's a logical next step for Foresee."

"Chris and John have an outstanding reputation as leaders in media and entertainment," said Monty Mullig, Digital Valence's Managing Partner. "Combining our expertise enables both companies to bring significant resources to our clients and their needs." This sentiment was shared by J.R. Cottingham, Partner and head of Digital Valence's Business Strategy efforts who added, "We are all very excited about working with Foresee on a variety of strategic projects and look forward to demonstrating the unique and potent value of our collaboration."

"Having created, launched and leveraged some of the most significant digital media and entertainment properties across the internet, Digital Valence's team is simply unmatched in its level of experience and accomplishments at Turner Broadcasting and other first-rate companies," said Foresee's President, Penney. "With our combined capabilities, we have a complete and unparalleled suite of strategic solutions and a solid foundation of knowledge drawn from all levels of the media and entertainment industry. Working together, we can empower clients to create optimal value with next generation solutions."

About Foresee Entertainment

[Foresee Entertainment](#) works with established and emerging media and entertainment companies to create value and opportunities in media and entertainment by identifying and nurturing exceptional creative talent; utilizing the most advanced technology and platform innovations to generate outstanding content; and exploiting both non-traditional and conventional approaches to distribution. Foresee focuses on building the creative, strategic and financial tools necessary to establish innovative multiplatform businesses. Leveraging a deep network of relationships and experience in multiple industries, our approach is to partner opportunistically with filmed entertainment, television, digital media, technology, and telecommunications companies to construct and execute business strategies that both anticipate and grow with the rapidly changing media landscape.

About Digital Valence

Based in Atlanta, [Digital Valence](#) is a next generation media solutions firm that uses creativity and innovation as core principles in providing meaningful strategic guidance, technology leadership and ongoing insight to clients involved with the media and digital media industries. Digital Valence was founded in 2008.

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