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SPIKE LEE TO JUDGE DIRECTORS FOR LIVEMANSION FILM

Five Directors Compete To Helm First Film Produced By Social Network

New York, NY – Ckrush Entertainment, Inc., a subsidiary of Ckrush, Inc., announced today that acclaimed film director Spike Lee will serve as a judge in the final round of competition to select a director from among five finalists to helm LIVEMANSION: THE MOVIE. The first film produced by a social network, LIVEMANSION is a thriller set in a mega-mansion.

“We are thrilled with the response we have received from the online community over the past several months” said Jeremy Dallow, President of Ckrush. “We are honored to have Spike Lee participating in this project and know his input will be extremely beneficial to the entire production.”

Each of the director finalists have been given a \$1000 budget to create a short based on a scene from the film’s script. These shorts will be presented by the directors to a panel of judges at a screening room in New York City on March 6, 2007. The shorts will then be posted with the panel’s comments on LiveMansion.com for the community’s members to vote on and choose the final director.

“I believe this is a great opportunity for aspiring directors and I am happy to support these artists,” said Spike Lee.

Since its launch last summer, LiveMansion.com has grown to over 100,000 members and over 500,000 votes were cast during the first three rounds of casting and choosing the director. The director finalists are Rich Greenberg, Noah Ehlert, and Mitch Gettleman from Los Angeles, Stan Arthur from Florida, and Daniel Buonsanto from New Jersey.

LiveMansion.com is also in the final round of selecting the eight lead acting roles for the film. The top three actors as voted on by the members of the community have been flown to New York to tape their final auditions. The actors were chosen by the members of Livemansion.com from a field of 1000 entries. The auditions will then be posted online for the community to vote on. All members of the community earn “producer points” for each vote they cast during the talent search and director competition. Those who participate the most will be brought to the set and will earn equity in the film among other benefits.

LIVE MANSION: THE MOVIE will begin production this summer.

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ABOUT CKRUSH, INC.

Ckrush, Inc. is a cutting edge entertainment and digital media group capitalizing on the global convergence of the traditional entertainment industry and the "participatory pop culture" revolution of online communities and digital technology. The Company produces feature films, sports programs and other content that target young adults, a highly-coveted entertainment industry demographic comprised of 70 million-plus consumers with an estimated spending power in excess of \$200 billion

annually. Ckrush's "LiveMansion.com" (<http://www.livemansion.com/>) is a fully interactive social network. Ckrush feature films include, "Beer League," starring Artie Lange, "TV the Movie," starring Steve O and Wee Man of "Jackass" fame; and National Lampoon's "Pledge This," starring Paris Hilton. Ckrush also promotes and distributes televised sports events and other programming through pay-per-view, video-on-demand and other channels. Ckrush recently acquired the businesses of Trisoft Media and AudioStreet consisting of website design, development, hosting, advertising and media placement and the online communities AudioStreet.net and MixStreet.net. For additional information please visit <http://www.ckrush.net/>.

Forward-Looking Statements

This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements are based on management's current expectations or beliefs, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors; acquisitions or dispositions of business assets; and the potential impact of future decisions by management. More detailed information about these factors may be found in filings by Ckrush, Inc. with the Securities and Exchange Commission. Ckrush, Inc. is under no obligation to, and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise.