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Screen Actors Guild Keeps it All in the Family with iActor

*Guild features COPPA-compliant online member directory
to provide career benefits to young performers*

Los Angeles, CA (October 15,2007) – Screen Actors Guild (SAG) today announced iActor, the Guild’s online member directory featuring exclusively Guild performers, has implemented effective security measures to be compliant with the Children’s Online Privacy Protection Act (COPPA). Young performers under the age of 13 with a signed parental consent form on file may now be featured in iActor’s online talent pool. iActor launches to the entertainment industry November 2007.

COPPA , a US federal law enacted in 1998, protects the online collection of personal information for children under the age of 13. In an effort to protect its underage members, Screen Actors Guild integrated key parental safeguards into iActor to provide an effective showcase for young performers in a secure, online environment.

“The Guild is committed to providing career tools to our young members. By programming these important privacy safeguards into iActor’s design, we can offer this powerful member benefit to young performers in a secure online environment,” said Steve Graham, Director Online Casting, Screen Actor’s Guild.

iActor’s online database features resumes, headshots, sound files and video clips searchable by industry professionals for casting. With the implementation of preventative measures and strict membership and registration requirements on iActor, Screen Actors Guild offers young performers and their parents a dynamic career tool developed with industry best practice standards and under federal COPPA guidelines.

iActor is the only online casting directory offering Station 12 cast clearance so casting directors can source and then directly clear union talent for SAG-signatory production - an essential benefit for the industry and to a production’s bottom line. With an exclusive database searchable by gender, physical characteristics, skills & talent and credits, iActor offers a robust platform for casting directors and the opportunity for members of **all** ages to be seen and considered for SAG-signatory production work.

To learn more about iActor and young performers contact an iActor liaison at 323 549-6451 or visit www.iactor.org

About COPPA

The Children's Online Privacy Protection Act of 1998 is a United States federal law, located at Title 15, Section 6501 of the United States Code. The act, effective April 21, 2000, applies to the online collection of personal information by persons or entities under U.S. jurisdiction from children under 13 years of age. It details what a website operator must include in a privacy policy, when and how to seek verifiable consent from a parent or guardian, and what responsibilities an operator has to protect children's privacy and safety online including restrictions on the marketing to those under 13. The Federal Trade Commission has the authority to issue regulations and enforce COPPA.

About SAG

Screen Actors Guild is the nation's largest labor union representing working actors. Established in 1933, SAG has a rich history in the American labor movement, from standing up to studios to break long-term engagement contracts in the 1940s to fighting for artists' rights amid the digital revolution sweeping the entertainment industry in the 21st century. With 20 branches nationwide, SAG represents nearly 120,000 actors who work in motion pictures, television, commercials, industrials, video games, Internet and all new media formats. The Guild exists to enhance actors' working conditions, compensation and benefits and to be a powerful, unified voice on behalf of artists' rights. SAG is a proud affiliate of the AFL-CIO. Headquartered in Los Angeles, you can visit SAG online at www.sag.org.

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