

New Series on Music Video Production Appeals to Aspiring Directors

Los Angeles, CA and Cologne, Germany– March 11, 2009- sevenload announces “Video Hustler” a new media docu-series which features the most prolific music video director in the world, DALE “RAGE” RESTEGHINI. Rage has directed videos for talents such as KEYSHIA COLE, SOULJA BOY, ICE CUBE, BUSTA RHYMES, SNOOP DOGG, FALL OUT BOY, AKON, THE GAME, SE7EN and LIL KIM and hundreds more.

Video Hustler takes a voyeuristic snapshot of the music video director sensation Dale "Rage" Resteghini and his Producer/Wife, Kim Resteghini, as the camera follows them through the art of music video production. The series takes new media content to a new level by guiding the audience through the pitfalls and peaks of directing music videos with some of the biggest names in the Hip Hop and Rock business including SNOOP DOG, TI, DJ DRAMA, STRAIGHT LINE STITCH, AKON and more. The content will also feature behind-the-scenes of the hectic, fast paced, celebrity strewn music world, exclusive interviews with the talent, first look music video spots, and music video placement.

Video Hustler will consist of 26 episodes that average 4 minutes in length and will be distributed online through sevenload, a global social media network.

“Video Hustler is the edgy type of content you don’t see on TV today- it’s raw, honest and moves as fast as Rage himself. sevenload is proud to be the exclusive distribution partner of this groundbreaking series”, says Jeff Coe, Director, International at sevenload.

“Video Hustler” will distribute the content through “keyword syndication” to drive video views through syndicated sites such as artist home pages, blogs and other relevant new media sites. “We utilize sevenload’s expertise in online content merchandising, reach, and technical skill sets along with street level new media guerilla marketing tactics through SEO, syndicated distribution partners and PPC distribution to build the audience” says Producer Jonas Hudson.

“Video Hustler represents not only who I am, but maps out my most recent achievements in this business. Music video production is a cut-throat industry and this show is proof of the talent, dedication and drive that one needs to make it in this world”, says Dale “Rage” Resteghini about the making of Video Hustler.

About sevenload

sevenload is one of the world’s leading platforms for legal Web 2.0 content such as videos, photos and web TV. Every one of sevenload's over 800 web TV show formats offers independent, intelligent and creative content from users that produce their own content, as well as professional production companies. sevenload is an ideal partner for companies looking for possibilities in cross-media marketing, video advertising and branded entertainment. sevenload currently has thirteen country portals in the USA, UK, Germany, France, Italy, Russia, Spain, Poland, China, India, Australia, Singapore and Turkey. sevenload’s social media network can be found online at www.sevenload.com.

About “Rage”

Dale “Rage” Resteghini was recently nominated for the 2008 BET Awards Director of the Year. "Rage" and his wife/producer Kim Resteghini have made over 300 music videos over the past three years. That's one music video every three days. In the world of music videos, no director has ever accomplished what 'Rage' has done and is about to do as he is on his quest to become the only member of the 100/100 club which is a record he has set being able to direct at least 100 rock videos and 100 hip hop videos with some of the biggest artists today. Rage has worked with virtually every major Hip Hop A List Hip Hop artist and Rock Artists such as Soulja Boy (4 #1 singles), Puff Daddy, Fall Out Boy, Jim Jones, Lil Wayne, Three 6 mafia, Ray J, DMX, etc.

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