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Allied Pixel Criss-Crosses the Country on Production Shoots

SACRAMENTO, CA – (July 2008) The production arm of **Allied Pixel** has been busy with varied assignments for **Wyeth Multimedia**. The early summer has taken their crew out to California for video interviews with Wyeth representatives for the upcoming launch of a new drug called Relistor.

Allied Pixel is also shooting numerous interviews for the Bob Essner tribute program for Wyeth. The Wyeth CEO is stepping down after many years of innovative and solid service to the company. The five minute piece required extensive interviews in New York City, Washington D.C., Collegeville and Indianapolis. The program featured many current and former Wyeth executives and industry colleagues, including former Congressman Billy Tauzin, who is now head of the trade group PHRMA.

About Allied Pixel:

Allied Pixel is a next-generation integrated media production company that specializes in the convergence of video production, Web development and interactive multimedia production. Allied Pixel represents the merger of Haley Productions and RSVP, two media production companies with distinguished reputations for innovation and customer service. As a single entity, Allied Pixel provides unprecedented technical and creative capabilities. Its clients include some of America's best known companies and institutions. Allied Pixel creates interactive Web sites, mobile applications, web and desktop-based applications, DVDs, CD-ROMs and kiosks - all with a singular passion for its work and dedication to excellence. For more information, visit www.alliedpixel.com.

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