



TotalAXIS ANNOUNCES DISCOVERY SERIES: A three-part premiere event program featuring entertainment leaders

*Program kickoff to feature leading industry executive
Marc Hirschfeld, Emmy Award Winner, Casting Director, and Former Head of Talent at
NBC Universal Television Entertainment*

(BEVERLY HILLS, Ca.) March 22, 2011 – TotalAXIS, a community of progressive entertainment industry professionals who come together to inspire, share knowledge, and exchange ideas that entertain, elevate and serve society, announced the kickoff to its program season with DISCOVERY, a three-part series of engaged dialogue featuring industry leading influencers and tastemakers ready to educate, network and motivate a diverse and talented community of next-generation industry professionals. The first of the series launches March 30 with Marc Hirschfeld, Casting Director and former Executive Vice President of Casting for NBC / Universal.

Interviewing Hirschfeld with a Q&A session for attendees is Nicholas Gonzalez of ABC's *Off the Map*. Co-hosting the premiere series kickoff at 7pm at the Geisha House in Hollywood is actress Yvette Yates. TotalAXIS invites you to register today at <http://totalaxis.com>. Click the DISCOVERY invite to obtain all the event registration information.

Future TotalAXIS DISCOVERY event dates include June 28 and August 30 with a special event on October 20 and are brought to you by event sponsors Frito Lay, Pepsi, NALIP, Geisha House and The Event Division. Stay connected for future DISCOVERY series announcements at <http://totalaxis.com/>.

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About TotalAXIS -- TotalAXIS is a community of progressive entertainment industry professional who come together to inspire, share knowledge, and exchange ideas that entertain, elevate and serve society. Learn more about TotalAXIS at <http://totalaxis.com>. Follow TotalAXIS online at Facebook <http://www.facebook.com/TotalAXIS.FanPage> and on Twitter at <http://twitter.com/TotalAXIS>

About Marc Hirschfeld -- Emmy Award winner Marc Hirschfeld was appointed Executive Vice President, Casting, NBC Universal Television Entertainment, in June 1999 and served in that capacity through December 2008. During his tenure, he was responsible for overseeing casting for all NBC Entertainment, SCI FI, Bravo and USA Network scripted programs. Hirschfeld is now managing his own firm and has recently casted for various pilots for ABC and CBS.

About Nicholas Gonzalez -- Nicholas is a graduate of Stanford University where he majored in English and studied two years of theater in San Francisco before moving to Los Angeles. Nicholas has had a vibrant career in both television and film over the past 13 years in Los Angeles. He can currently be seen as 'Mateo' in the ABC series, *Off the Map*.

About Yvette Yates -- Actress Yvette Yates will dominate the screen in her upcoming role as the sexy dominatrix sorority girl Sloan, in the feature film *Sorority Party Massacre* written by Chris W. Freeman. Yates' most recent credits include, *I Hope They Serve Beer in Hell*, Rockstars' popular videogame, *Red Dead Redemption* and the award-winning *Niña Quebrada*. Yates will also star in Season Three of the award-winning web series *YLSE*. For more information, visit <http://www.yvetteyates.com>

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