



Industry news and people moves

Psyop/Stink merger in the works; Doug Jaeger becomes youngest ADC president; Viral Factory scores hit with SFW porn for Diesel; CBS picks up Illeana Douglas' Ikea show; People moves at Fred & Farid, Doner, Serious Pictures; New signings for Partizan, The Sweet Shop, Looking Glass Films

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•**PSYOP/STINK MERGER IN THE WORKS**> London-based prodco Stink has entered into a non-binding letter of intent with Israel-based special purpose acquisition company Fortissimo Acquisition Corp. and animation, design and VFX company Psyop. The discussions may see the creation of a "global production and digital content creation company with expertise in live-action production, design, animation, visual effects and mixed media," according to a Psyop press release.

The proposed merger is dependent on the completion of the pending Fortissimo/Psyop merger that was announced in January of this year. A meeting amongst Fortissimo's stockholders is scheduled for Oct. 7 (held over from Sept. 24), where the Fortissimo/Psyop merger will be presented for approval.

Under the terms of the non-binding letter, which are subject to change, Fortissimo/Psyop would "acquire all of the outstanding interests of Stink in exchange for aggregate consideration of approximately \$32.9 million... comprised of a cash payment of \$5,941,267 at the closing, as well as the issuance of 4,538,863 shares of common stock."

Speaking with *Boards*, Psyop EP Justin Booth-Clibborn, who will become CEO of the newly formed entity if the merger with Fortissimo goes through, elaborated further: "In the same way - not to make it a grander idea than it is - that WPP owns many agencies as the holding company, we would form a media and content creation holding company which would own the brands underneath the Psyop and Stink umbrellas. We've worked with Stink for the last two years. [The proposed merger] is really an extension of the production partner idea."

Psyop, which also includes companies Blacklist and MassMarket under its banner, is repped by Stink for the UK and Europe and has also produced work with them for the Asian market.

<http://www.psyop.tv>

<http://www.stink.tv>

LA-based Looking Glass Films has signed director Suzuya Bobo for exclusive US spot representation.

<http://lookingglassfilms.com>