



--For Immediate Release--

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Ground-Breaking Meatrix Animation Now Available as Podcast

NEW YORK, Sept. 25, 2006 – The award-winning Flash-animated short *The Meatrix* is breaking new ground in digital activism and will now be available for download onto handheld media players, including PDAs, video phones, and iPods. Sustainable Table has made the new format available free of charge on its website and at the iTunes store.

“We believe making *The Meatrix* available into this expanding medium will help inform more consumers about the ills of factory farming, and the benefits of a more sustainable harvest,” explained Diane Hatz, Executive Producer of *The Meatrix*. “From the start we’ve believed in the power of new technologies to build awareness and to ultimately to bring about change.”

The Meatrix is a four-minute flash animation that spoofs *The Matrix* movie trilogy while educating viewers about the ills of industrial agriculture and the problems with today’s meat supply. It is a creative satire that mixes humor, pop culture and entertainment to create an educational vehicle for viewers to question where the food they eat comes from and to respond to a call for action.

The Meatrix has been translated into nearly 30 languages and has been viewed by more than 15 million people worldwide since its debut in fall of 2003. It has received more than a dozen major film and Web awards and is widely-recognized as having revolutionized online advocacy.

The newly release Meatrix podcast is available at (MEATRIX WEBSITE) and for free download on the iTunes store at:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=193723706>.

You can also view the award-winning *Meatrix* movie by visiting www.TheMeatrix.com. In March 2006, Sustainable Table and Free Range Studios launched the sequel to *The Meatrix*, *The Meatrix II: Revolting*, which explores the dark side of the factory dairy industry. You can view the film at www.TheMeatrix2.com.

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Sustainable Table is a leading Web resource designed to celebrate the sustainable food movement, educate consumers on factory farming and food-related issues and increase demand for sustainable food. Visit us at www.SustainableTable.org.

