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***THE MEATRIX II 1/2* LAUNCHES, BRINGS MESSAGE:  
TAKE THE FAST OUT OF FAST FOOD**

**[www.moremeatrix.com](http://www.moremeatrix.com)**

*Participant Productions and Fox Searchlight, producers of Fast Food Nation, which launches Nov. 17, partner with Sustainable Table to launch new Meatrix animation film to promote major motion picture and its social action campaign*

[NEW YORK CITY] — Nov. 1, 2006 — Sustainable Table ([www.sustainabletable.org](http://www.sustainabletable.org)), a leading resource designed to celebrate the sustainable food movement and educate consumers on food related issues, and Participant Productions, a socially conscious film company, have launched *The Meatrix II 1/2* to help promote *Fast Food Nation* and its social action campaign, produced by Participant. The major motion picture will be released Nov. 17 by Fox Searchlight. Sustainable Table produced *The Meatrix* films with Free Range Studios.

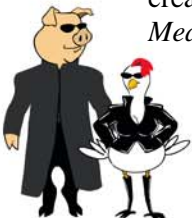
*The Meatrix II 1/2*, a 2:30 Flash animation film, is live at [www.moremeatrix.com](http://www.moremeatrix.com), bringing an important message to consumers. It contends the more fast food meat we consume, the more dangerous and unsanitary the slaughterhouse and meatpacking industry becomes. The continuation of the award-winning *The Meatrix II: Revolting*, *The Meatrix II 1/2* takes on another facet of the factory farm industry, exposing the meatpacking industry and how the industry's labor practices affect workers. And, it is believed to be the first time an animated short film has been used to promote a major motion picture.

*Fast Food Nation*, a dramatic feature based on material from Eric Schlosser's bestselling book of the same name, explores the fast food industry and ultimately reveals the dark side of the "All American Meal." Directed by Richard Linklater, the all-star cast includes Greg Kinnear, Patricia Arquette, Ethan Hawke, Kris Kristofferson, Avril Lavigne, Esai Morales, Catalina Sandino Moreno and Wilmer Valderrama.

Each Participant film has its own social action campaign that provides people with specific actions they can take to get active in their communities. The *Fast Food Nation* campaign kicks off by encouraging consumers to use Sustainable Table's Eat Well Guide ([www.eatwellguide.org](http://www.eatwellguide.org)), an online directory of sustainably raised meat, poultry, dairy and eggs in the United States and Canada. The campaign can be found at [www.participate.net/fastfoodnation](http://www.participate.net/fastfoodnation).

"We're extremely excited to be working with Participant Productions to help raise awareness and create broader social change in the food industry," said Diane Hatz, executive producer of *The Meatrix* films and founder of Sustainable Table. "We're not only educating consumers about the

(more)



[www.themeatrix.com](http://www.themeatrix.com) • [www.sustainabletable.org](http://www.sustainabletable.org) • [www.eatwellguide.org](http://www.eatwellguide.org)

realities of fast food, but through Participant’s social action campaign, we’re offering a specific action step by directing consumers to our Eat Well Guide.”

Spoofs on *The Matrix* films, *The Meatrix II 1/2* follows the action from the original *The Meatrix* and *The Meatrix II: Revolting*, which have reached more than 15 million viewers worldwide. The latest *Meatrix* introduces more action, adventure and insight, starring our favorite farm heroes — Leo, the young pig who wonders if he is “the one”; Chickity, the feathered family farm defender; and Moopheus, the trench-coat clad cow with a passion for green pastures.

Picking up from their last adventure at the dairy farm, Leo and Chickity are now rescuing Moopheus, who has been kidnapped and taken to a slaughterhouse. During the rescue, the trio learns firsthand the ugly truth about the dangers of the meatpacking industry, and finds it is time to take the fast out of fast food.

“Large-scale, unsafe and unsanitary slaughterhouses are a result of trying to keep pace with today’s fast food demand,” said Hatz. “Consumers have a right to know how their food is produced so they can make the healthiest choice for themselves and their families.”

Watch and uncover the illusion — learn more at [www.moremeatrix.com](http://www.moremeatrix.com).

*The Meatrix II 1/2 was produced by Sustainable Table ([www.sustainabletable.org](http://www.sustainabletable.org)) and Free Range Studios ([www.freerangestudios.com](http://www.freerangestudios.com)) for Participant Productions. Sustainable Table works to promote sustainable food and includes the Eat Well Guide ([www.eatwellguide.org](http://www.eatwellguide.org)), an online directory of sustainably raised meat, poultry, dairy and eggs in the United States and Canada. Free Range Studios ([www.freerangestudios.com](http://www.freerangestudios.com)) offers top-quality design and animation services to organizations whose vision goes beyond turning the world into a strip mall.*

*Participant Productions, a Los Angeles-based company, focuses on compelling entertainment that highlights important social issues in order to awaken, inspire and empower audiences to make a difference in the world around them. Most recently, Participant produced the critically acclaimed documentary AN INCONVENIENT TRUTH, currently in release from Paramount Classics. In 2005, the company’s first full year in business, Participant was honored with a remarkable 11 Academy Award nominations (for the dramas GOOD NIGHT, AND GOOD LUCK., SYRIANA and NORTH COUNTRY, and the feature documentary, MURDERBALL).*

*Participate.net creates social action campaigns for each of Participant Production’s films, providing a growing community of film lovers and activists who are dedicated to engaging their minds, sharing their passions and improving the world around them.*

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