

CaerusPoint Wins 11 FMPTA Awards Gala

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ORLANDO, FL - CaerusPoint - producer of the unique education-based video series Major Decision, created to spark an interest in high school seniors and first-year college students for further education and professional careers - cleaned up at the 21st Annual Crystal Reel Awards Gala in Orlando, FL taking home an unprecedented 11 awards including 'Best Education Program'.

The Gala, presented by the Florida Motion Picture & Television Association (FMPTA), was held November 5-7, 2010 at the Hilton Orlando/Altamonte Springs. The three day event is held annually to honor and highlight outstanding achievements in motion picture, television, audio recording and digital media productions created in Florida over the past year. FMPTA is the oldest trade organization in Florida, founded in 1973.

CaerusPoint's series, called Major Decision, swept all 11 categories that it entered. Judging is done by Emmy, Grammy, Oscar nominated and/or awarded professionals across the country. Scoring forms are tallied by an independent CPA.

The company won the following categories within the production type of Education:

- Best Education Program
- Leading Actor
- Leading Actress
- Script (Short) - Produced
- Director
- Director of Photography
- Lighting Design
- Sound
- Editing
- Production Design / Art Direction
- Graphic Design

"Major Decision is a series that we are very proud of, and the FMPTA awards are a great complement to all the hard work our team has put in over the last year," said CaerusPoint CEO Kobie Pieterse.

"To be awarded in every category we entered by such a prestigious organization is a true testament to our product and we hope for this to ultimately help us reach more students across the country," added CaerusPoint President Chris Botha.

Major Decision is an education-based series of entertaining videos (appealing to a diverse audience) that dissect each highlighted career in less than a half hour in the form of an up-beat hosted show, and feature an informal in-depth interview of a professional in that specific field. This offers a high school senior or

first-year college student an accurate “day-in-the-life” depiction of a career in an exciting and positive platform. The series provides present-day, real world guidance from an expert within his or her area of expertise. The Major Decision career guidance video library spans twelve popular industries and showcases up to five careers within each industry.

The unique informal in-person interview style, comprehensive career coverage and proprietary career ranking system set this series apart from other career guidance programs. The series helps boost post-secondary education and helps reduce dropout rates by educating America’s youth about the array of careers that are available today.

For more information on CaerusPoint’s award-winning career guidance video series Major Decision, visit www.caeruspoin.com; or contact Mark Jerkins at Higher Advertising, Inc., email: Mark@higheradvertising.com; phone: 407.447.1340.

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