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PERFORMERTRACK – ‘THE RISE OF THE VIDEO GAME ACTOR’

Los Angeles, CA February 11, 2009 – It’s a sign of the times, PerformerTrack (www.PerformerTrack.com), the premier Web-based system that performers worldwide use to log, track and manage their careers, has now incorporated ‘Video Game’ as the 17th Project Type that Performers can select from when logging their Auditions, Callbacks, Bookings and Direct Bookings.

“Outside of such Project Types as ‘Commercial’, ‘Film’ and ‘TV’ a number of our members are auditioning for and booking work performing in the world of Video Games,” states Brian Vermeire, CEO of Holdon Log (the parent company of PerformerTrack.com). He adds, “This uptick in artists gravitating from traditional performing avenues is not surprising as the growth of the Video Game Industry has surpassed not just the Movie Industry, but the Music Industry as well.”

It has been predicted by those related professionally to the fast-growing Game Industry, that it is expected to generate about \$50 billion in global sales this year despite a slowdown in consumer spending.

Kristina Hughes, Holdon Log's President & COO says, “Our members include those who have not only performed some of the most widely recognized voices for the biggest Video Games hits, but also the motion and performance capture for major Industry players such as Rockstar, Electronic Arts, Ubisoft and many others.” Ms. Hughes continues, “Never before have those who perform in Video Games been able to manage their business so effectively and accurately until now with PerformerTrack.”

PerformerTrack, the Webware designed to “Simplify the Business of Show”, retails for an average monthly subscription of only \$9.95 USD, which includes all new updates and features, as well as client data redundantly stored on secure servers at a tier 4 data center.

About Holdon Log, The Standard In Performer Organizational Tools:

Holdon Log, LLC (www.HoldonLog.com), the parent company of PerformerTrack, was founded in 2001 by performers (actors, models, comedians and background artists) who realized the need for organizational tools specifically designed for entertainers. The company launched with a single, paper-based audition organizer entitled, “Actors' Holdon Log”. They have since expanded their paper-based product line to include Young Actors, Background Artists, Models, Live Performers and Pageant Contestants, along with Submission Tracker, Events & Training and Booked Projects logbooks.

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In 2003, the company revolutionized the Performing Industry by releasing the one-of-a-kind software, ActorTrack ~ "The Standard In Career Management Software For Actors". ActorTrack was the #1 selling performer-related software program for over 5 years, having assisted thousands of entertainers daily with being better organized!

Now, with the recent launch of PerformerTrack (their web-based business tool for entertainers) Holdon Log has proven their dedication to provide the creative community with bold and innovative organizational solutions. Now performers of all types (actors, models, comedians, musicians, singers, dancers, motion/performance capture artists, etc.) can better maximize their potential in "the business of show".

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