



Press Release

Earthworks Entertainment to Launch \$1.0 Million "Mia Hamm's Soccer Secrets" National TV Campaign.

July 15, 2009

Earthworks Entertainment, Inc. (EWKS-PK) today announced that they will be launching a \$1.0 Million National Television Advertising campaign for the "Mia Hamm's Soccer Secrets" instructional DVD series.

Steven Humphries, Earthworks Entertainment's CEO, made the announcement today saying, "A \$1.0 million ad campaign is scheduled to launch in mid September for the Mia Hamm Soccer Secrets DVD series which parallels the fall girl's youth soccer programs across the USA. This DVD series features a beginner, intermediate and advanced DVD, which targets this market."

Company COO J. Buckeye Epstein commented, "Girls soccer is one of the largest youth participant sports in the USA and there is no bigger name in women's soccer than Mia Hamm. We will be marketing the three DVD set across the USA through direct response advertising in a TV Network Campaign this fall."

Humphries added, "We expect to generate revenues in excess of \$2.0 million on the Mia Hamm product sales."

The statements contained in this press release that are not historical facts are forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934 ("the Securities Act"), as amended and the Private Securities Litigation Reform Act of 1995. Such forward-looking statements may be identified by, among other things, the use of forward-looking terminology such as "believes," "expects," "may," "will," "should," or "anticipates" or the negative thereof or other variations thereon or comparable terminology, or by discussions of strategy that involve risks and uncertainties. In particular, our statements regarding the anticipated growth of the company from our subsidiary divisions, the anticipated longer-term growth of our business, and the timing of the projects and trends in future operating performance are examples of such forward-looking statements. The forward-looking statements include risks and uncertainties, including, but not limited to, the timing of revenues due to the uncertainty of market acceptance and other factors, including general economic conditions, not within our control. The factors discussed herein and expressed from time to time in our filings with the Securities and Exchange Commission could cause actual results to be materially different from those expressed in or implied by such statements. The forward-looking statements are made only as of the date of this filing and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

Contact: Tom Derby - 877-381-5720 - Earthworks Entertainment, Inc. – tom@earthworksentertainment.com