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Sonzero Gets SuperPowers

LOS ANGELES—February 11, 2015—Director Jim Sonzero joins forces with SuperPowers NYC for representation in New York and the East Coast.

SuperPowers NYC's Angelina Powers and KC Gulino's focus will be on new East Coast advertising projects in fashion and beauty, where Sonzero has gained international acclaim, and other genres and product categories, including lifestyle, comedy and automotive.

"Jim is a rock star," says Powers. "His strengths in the beauty world and in working with celebrities are well known. What agencies may not know is how well rounded he is as a director. Comedy, storytelling, automotive, visual effects...he can do it all."



Powers launched her career as an independent sales representative for advertising talent in 2011. Gulino joined her in 2013 when they took the name SuperPowers NYC. The company has quickly assembled an impressive roster of production and post production clients, and established strong ties throughout the East Coast advertising community.

Celebrity Director Jim Sonzero has worked for many of the world's top fashion and beauty brands on assignments across North America, Europe and Asia. Recent projects include U.S. and international campaigns for L'Oreal, Herbal Essences, Neutrogena and Maybelline. His credits outside the realm of fashion and beauty include such diverse brands as Bacardi, Stella Artois, Coca-Cola, GMC, Mercedes Benz and Verizon. He has also enjoyed success in the gaming world, directing acclaimed cinematics for Capcom's Resident Evil 5 and Guerrilla Games' *Killzone 3*.



Show reels and contact information can be found at www.sonzerofilms.com.

For more information, call 213.631.0552.

SuperPowers NYC can be reached at 646.633.4578 or www.SuperPowersNYC.com

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