



AOL ON Launches New Series *ACTING DISRUPTIVE* Which Takes Fans Behind-The-Scenes of Start-Ups Powered by Hollywood A-Listers

Los Angeles, CA. (October 8, 2013) – AOL On launches Tribeca® Digital Studios first ever original series ***ACTING DISRUPTIVE***, taking viewers inside the businesses and passion projects of Hollywood’s top new media pioneers. The series follows co-creator and host Max Lugavere as he sits down with such notable stars as Jessica Alba, Rainn Wilson, Olivia Wilde, Jared Leto and more!

Each episode in the 12-episode series will follow Max as he gets an inside look into these businesses and creative projects, giving fans an all-access view into these innovative ventures and the famous faces behind them. Throughout the series, viewers will witness how these celebrities are *acting disruptive* and leveraging their star power in an effort to better the world through their innovative businesses.

"We live in an exciting time full of paradigm-shifting thinking and accelerating technologies, where entrepreneurs are the new rockstars," said Lugavere. "Together with Tribeca we have been able to get the thought leaders in this space to open up their doors to everyone. It's been a blast going behind the scenes with all of these multi-hyphenate artists to see how they are actively contributing to the success of these innovative startups."

"'Acting Disruptive' offers viewers a new perspective on some of their favorite celebrities," said Gabriel Lewis, Head of AOL On Originals. "The series provides exclusive access and insight into businesses born out of personal passion."

The first six episodes of the series are now available at actingdisruptive.com featuring Jessica Alba at The Honest Company, Jared Leto at VyRT, Rainn Wilson at SoulPancake, Felicity Huffman at WhatTheFlicka, Adam Goldberg on his creative Vine videos, and Adrian Grenier at SHFT.com. Future episodes include: Seth Green and Shodogg, Moby's platform mobygratis, Olivia Wilde with RYOT and more.

About AOL On

AOL Inc. (NYSE: AOL) is a brand company, committed to continuously innovating, growing, and investing in brands and experiences that inform, entertain, and connect the world. The home of a world-class collection of premium brands, AOL creates original content that engages audiences on a local and global scale. We help marketers connect with these audiences through effective and engaging digital advertising solutions.

About Tribeca® Digital Studios

In continued support of Tribeca Enterprises' mission, Tribeca® Digital Studios develops and produces original programming for leading digital networks, custom film projects in association with brand partners and digital content for emerging platforms. Tribeca Digital Studios delivers

high quality storytelling across the evolving media landscape by utilizing our network of filmmakers and established track record in film and television production.

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MEDIA CONTACTS:

Elina Adut

PMK•BNC

310-854-4728

Elina.Adut@pmkbnc.com