



J E Y A S S O C I A T E S

High Energy Marketing & Public Relations

BRANDING • IMAGE • PUBLICITY

For Immediate Release

Contact: Lisa Jey Davis
 Jey Associates Marketing & PR
 (310) 551-2691
 www.jey-associates.com

Indie Filmmaker Exposes the Inside World of Pro Beach Volleyball

Joseph Barmettler Produces First Pro Beach Volleyball Film Since "Side Out" (1990)

LOS ANGELES, CA - July, 14, 2009 – Producer Joseph "J.J." Barmettler, is best known for his role as supervising writer, producer and director of the successful TNT action/comedy series, "L.A. HEAT," for his work on several Discovery Channel documentaries, for "Alien Secrets" (Warner Home Entertainment), and for the cult-classic "The Silencers" (1996). Barmettler brings a slice of something different to audiences once again, this time exposing the subcultures of professional beach volleyball in the movie, **Beach Kings** (previously released internationally as "Green Flash").

The film, premiering on DVD July 14 from MGM Home Entertainment, stars David Charvet ("Baywatch," "Melrose Place") and Torrey DeVitto ("One Tree Hill"), and was written and directed by Paul Nihipali Jr. It follows a struggling athlete (Charvet) through his triumphant rise and journey of self-discovery on the competitive pro beach volleyball circuit. It's an underdog story about getting a second chance that captures the American dream of "greatness is possible." Beach Kings is the first film to uncover the real world inside pro beach volleyball since "Side Out" (TriStar Pictures) produced by Gary Foster (Ghost Rider).

"I'm looking to do much more of this kind of work," said Barmettler, "I wanted to produce a movie that truly got inside the world of pro beach volleyball, and I think we accomplished that. We worked with some of pro volleyball's greatest athletes like Phil Dalhuasser, Todd Rogers, Misty May-Treanor, and so many more, in order to get a true sense of what goes on behind the scenes. They [and many other athletes] even appeared in the film. Writer/Director Paul Nihipali created a piece from his personal experiences as a Pro Beach Volleyball Player and we trusted that."

"Statistics show that the Beach Volleyball fan base increased 48% during 2004-2005 after the '04 Summer Olympics, and we hope to see that enthusiasm in the marketplace this year," says Barmettler.

The movie is also produced by Cameron Dieterich, Paul Nihipali Jr. and Bob Smiland for Zep Tepi Entertainment. It is distributed by MGM/Fox domestically (all media). The official movie website is www.beachkingsdvd.com (Google key words: "Beach Kings DVD"). Joseph John Barmettler's website is www.jjbarmettler.com.

###

ABOUT JOSEPH JOHN BARMETTLER

Joseph John Barmettler's screenwriting credits include the HBO World premiere of "RAGE", and the Universal Music & Home Video DVD releases of the sci-fi film "SILENCERS" and urban action thriller "RIOT". Other films include the sci-fi "TIMELOCK" and the dark comedy "PURE DANGER", starring C. Thomas Howell and Marcus Chong. J.J. Produced, Directed and Wrote the feature film "ALIEN SECRETS" distributed by Warner Home Entertainment. As both staff and freelance writer for P.M. Entertainment (run by veteran producers Joseph Merhi, Richard Pepin and George Shamieh), Mr. Barmettler was involved in scripting and development of a dozen feature films produced for foreign and domestic markets. The company was considered one of the more successful independent producers of film and television product. J.J.'s Producing credits include doc-reality series like the Daytime Emmy Award winning series "Adoption Stories" on Discovery Health Channel, "Backyard Brigade" for Discovery Home, "Dude Room" on Discovery Channel, TLC's "A Personal Story" and "Making It Home: Greensburg" hosted by Trading Space's Faber Dewar and Doug Wilson. His current work includes a doc-reality series on Outlaw Bikers for Discovery Channel. His current documentary project as Producer/Director is a special on Outlaw Bikers for the upcoming American Gangs series on Discovery Channel. For more information visit his professional website at www.jjbarmettler.com, or contact him through Jey Associates, Marketing & PR, 310.551.2961 (visit the "contact us" link at www.jey-associates.com).

ABOUT BEACH KINGS

Beach Kings takes you inside the world of professional beach volleyball. David Charvet stars as Cameron Day, a former college basketball star with one last shot at greatness—the professional beach volleyball tour. Athletically gifted and hungry to learn, Cameron has his eyes on the championship—and on a sexy, elusive beauty (Torrey DeVitto). But first, Cameron must face the demons of his troubled past. With pro beach volleyball athlete appearances, Beach Kings offers a true behind the scenes look into this fascinating sport.