



**For Immediate Release**

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**iPOP! ACTING COMPETITION AND CONVENTION SUCCESS STORY**

***International Presentation of Performers (iPOP!) Acting Participant Lands Co-Starring Role In Major Hollywood Film***

(Los Angeles, April 10, 2008) – Joseph Beauchamp, President of iPOP!, announced today that another one of iPOP!’s former acting competition participants secured a coveted role in a Hollywood major motion picture. Devon Conti who attended iPOP! (International Presentation of Performers) last July 2007 in Las Vegas was cast in Universal Picture Studio’s *The Changeling* directed by Clint Eastwood and co-starring Angelina Jolie. *The Changeling* is currently being filmed in the United States and will be released in November 2008.

Devon Conti is just one of several breakout talents who have recently emerged from iPOP! The iPOP! Convention has already introduced close to seven thousand talented children, teenagers and young adults to the most respected agents, managers, producers and casting agents in the modeling and entertainment business today. Children, teens and young adults from all over the United States, Canada, London and Asia receive the unique opportunity to audition in front of the top industry influencers today. “iPOP! is very proud of Devon Conti and his recent film success.” said iPOP! President, Joseph Beauchamp. “Devon Conti is a fine example of what can happen for a young actor who wants to be in television and film. If you want to be discovered in Hollywood, iPOP! is the place to start.”

While Devon Conti attended acting classes at John Robert Powers Long Island he was introduced to Barbara Coleman with Innovative Artists NY during one of several agent/manager auditions held at the John Robert Powers school and was signed. Devon continued to take classes at John Robert Powers and attended an iPOP! (International Presentation of Performers) convention in Las Vegas where he was also discovered by Bryan Leader from Bryan Leader Management. Within a year of attending iPOP!, he booked his co-starring role in the Ron Howard produced, Clint Eastwood directed film *The Changeling* starring Angelina Jolie.

International Presentation of Performers, iPOP! is the successful merger of the music and acting industry with fashion and modeling, creating one of the largest and most well respected events for aspiring actors, singers, dancers and models to attend. Inaugurated in July 2005 with two conventions annually, iPOP! has already introduced close to seven thousand talented children, teenagers and young adults to the most respected agents, managers, producers and casting agents in the business today. iPOP! participants ranging from the ages of six to twenty-five years old attend iPOP! events knowing in many cases that their audition may lead to modeling contracts with *Wilhelmina*, *Elite*, *MMG* or *LA Models* as it already has for several recent iPOP! graduates who have done fashion

layouts for such industry giants as *Glamour Magazine*, *JC Penny*, *Mervins*, *Target*, *Teen Magazine* and *Seventeen Magazine*. iPOP! auditions can lead to a national commercial as was the case for recent iPOP! participants who appeared in commercials for *Motorola*, *Cingular*, *L'Oreal*, *McDonalds*, *Band-Aid* and *Microsoft Windows*.

At iPOP! children, teenagers and young adults audition in front of agents in specific industry categories headshots, commercial and television print, fashion print and runway, television, singing, dancing, monologue, scene and swimsuit. In the last three years iPOP! attendees have booked appearances on *Desperate Housewives*, *Ugly Betty*, *Scrubs*, *Entourage*, *Hannah Montana*, *Zoey 101*, *Criminal Minds*, *Bones*, *Law & Order* and *Grey's Anatomy*. They have appeared in films such as *Blood Oranges*, *Crossing Over* with Harrison Ford and *The Number 23* with Jim Carey.

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