

## ICX Media Welcomes Award-Winning Actor, Writer, Film Producer and Director Edward Burns and Producing Partner Aaron Lubin to Board of Advisors

**Washington, DC, April 5, 2018** - ICX Media, Inc., a leading video intelligence platform and independent creative exchange, today announced the additions of renowned film production partners [Edward Burns](#) and [Aaron Lubin](#) to its Board of Advisors. Burns and Lubin will join a number of other established advisors and directors in their efforts to help ICX Media lead the evolution of the way marketers, media companies and content creators develop and share more engaging and results-driven digital video.

Built with next-generation data intelligence at its core, ICX Media provides powerful storytelling tools to marketers, media firms and video creators, enabling them to make decisions about content creation, audiences, partnerships, and distribution with confidence. ICX Media brings together access to nearly one million diverse video creators with precise, real-time audience and performance insights, allowing enterprises to quickly generate high-quality, cost-efficient, targeted video content efficiently and at scale.

“We are honored to welcome both Ed and Aaron to our Advisory Board as they are true visionaries when it comes to the creation and production of independent films,” said ICX Media Founder, Chairman and CEO Michael Avon. “As champions of independent filmmakers everywhere, Ed and Aaron know firsthand that great content is not reliant on big budgets, and they are an inspiration for video creators everywhere, from emerging filmmakers to established directors and stars. Their unique and invaluable insights will help us tailor our product to further meet the needs of millions of content creators.”

Edward Burns launched his career as a writer/director/actor with *The Brothers McMullen*, the Grand Jury Prize winner at the 1995 Sundance Film Festival, and went on to write, direct and act in 1996's *She's the One*, 2001's *Sidewalks of New York*, 2011's *Newlyweds*, the closing night film at the 2011 Tribeca Film Festival, and *The Fitzgerald Family Christmas*, which premiered at the 2012 Toronto Film Festival. Burns is also known for his star-turning performance in Steven Spielberg's *Saving Private Ryan*. Most recently, Burns made his mark in television, on the critically acclaimed series *Public Morals* for TNT and Steven Spielberg's Amblin Partners, in which he wrote, directed, starred in and executive produced every episode. Burns is premiering his 12th film as writer-director-actor, *SUMMERTIME*, at the 2018 Tribeca Film Festival.

“Aaron and I are excited to join ICX Media's Advisory Board,” said Burns. “The organization's breakthrough technology that promotes data-inspired storytelling to fuel creativity is just what independent filmmakers need to make informed decisions about their creative ventures. We are looking forward to collaborating with Mike and his team to help content creators realize their potential and grow their audience.”

Aaron Lubin, a Partner in Marlboro Road Gang Productions, has produced numerous feature films including *Sidewalks of New York*, *The Groomsmen*, *Nice Guy Johnny*, *Newlyweds*, *The Fitzgerald Family Christmas*, and *Something Borrowed*, based on the best-selling novel by Emily Giffin and starring Kate Hudson. Lubin also produced *Purple Violets* with Burns, which was the first feature length film to debut on iTunes. The move to release *Purple Violets* on iTunes was considered a pioneering move in the film industry, and the movie has since received positive critical acclaim. *Purple Violets* won "best feature film" at the Savannah Film Festival.

Additionally, Lubin was an executive producer alongside Burns and Steven Spielberg on *Public Morals*, the critically acclaimed series for TNT, starring Burns, Brian Dennehy and Tim Hutton.

### **About ICX Media, Inc.**

ICX Media, headquartered in Washington, D.C. and with offices in New York City and Los Angeles, is revolutionizing the digital media market by enabling data-inspired storytelling; transforming the way video is created, distributed, and monetized. ICX Media's proprietary smart platform harnesses advanced artificial intelligence and adaptive learning technologies to help brands, media companies and content creators create and share more impactful, engaging videos with data-backed confidence. The ICX Media community connects nearly 1 million independent creators with brands, media and entertainment companies to make turnkey talent sourcing, scalable video production, accelerated audience creation and cost-effective distribution now possible. ICX Media believes everyone has a meaningful story to share. Now everyone can. [www.icxmedia.com](http://www.icxmedia.com)

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