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**News :: Bully Pictures Adds EP Astrid Downs**

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**Bully Pictures Adds EP Astrid Downs**

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Astrid Downs

**LOS ANGELES,** January 21, 2011, --- Astrid Downs, formerly of rep firm **WTB Integrated**, has joined **Bully Pictures** as executive producer/head of sales. She will assist Jason Forest, the company's founder and executive producer, in managing the company's directors and overseeing productions. She will help lead Bully's sales and marketing effort, and work to grow its directorial staff.

Downs has more than 15 years experience as a producer and sales rep, the latter including work with such companies as **GARTNER**, **Digital Kitchen** and **Saville Productions**. Bully's directorial roster includes P.R. Brown, Fredrik Callinggard, Gaute Hesthagen, Daniel Kaufman, Christian Lyngbye, Franco Marinelli, Jeroen Mol, Michael Shapiro and Craig Tanimoto.

Bully has moved into a new 4,500-square-foot facility on L.A.'s Westside. The company's independently operated affiliate, **Bully Bros. Post**, will share the space, providing on-site visual effects, animation, and finishing services.

Bully Pictures has also signed **ZanderFerreira** as its sales rep team on the East Coast, and **New Orleans-based Asproditas Reps** to handle the Southeast. They join current reps **Saارينen** on the West Coast, and **Hot Betty** in the Midwest.

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