



www.SavingFace-Software.com

SavingFace Software Introduces the First Continuity Software for Film and Television.

The new 21st Century way to track HMU Continuity On Your Computer.

Minneapolis, MN- 17, June, 2008

SavingFace runs in a browser on your PC or Mac, keeping your records, charts and photos digitally. The Continuity 'Book' is a thing of the past. No more pages, plastic sleeves and binders. No more expensive photo paper and ink. SavingFace saves you time, paper, and money. SavingFace Software- available online NOW.

After taking almost 10 years off to stay home with her son, JC Institute, Vancouver Alumnus and IATSE Local 490 makeup artist, Maureen Landa McGavin, returned to work in the fall of 2006. Many things had changed in the field while she was away but keeping continuity records was not one of them. Digital cameras had replaced the old Polaroids, but it was still necessary to write out makeup charts & notes long-hand, print out photos and keep hundreds of pages in plastic sleeves in a big, heavy binder. The use and cost of paper, photo paper, ink and printing was excessive and the time required for paperwork was exhausting after putting in 12-15 hours a day on set. Maureen was determined to find a better way. She called up her husband, Doug McGavin, a cracker-jack software developer from the Northern Minnesota location where she was working. "I've got an idea", she told him, and SavingFace Software was born.

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Heather Wisner, Managing Editor for Makeup Artist Magazine, believes that SavingFace Software "...will be of great interest to our readers", and is writing a feature story on the software for the magazine's July/August 2008 issue to coincide with the launch of SavingFace Software.

"This software is written by a working makeup artist for other makeup artists and hair stylists", explains Doug, "We're a husband and wife team working out of our home office, not some big software company, trying to make a buck off the backs of artists in the film industry. If an artist emails a question, the answer will come directly from us, not from some huge, impersonal call centre somewhere", he says laughing, "We actually understand the industry and we're doing this to make the artists' job just a little bit easier."

SavingFace Software is available for purchase on the company's website: www.SavingFace-Software.com, Where you can also download a free demo version to try before you buy. Students and IATSE members are entitled to a discount- email info@savingface-software.com for your coupon code.

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If you'd like more information about SavingFace Continuity Software, please contact: Maureen@SavingFace-Software.com

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