

**DAVID GALE**  
**EXECUTIVE VICE PRESIDENT OF NEW MEDIA**  
**MTV NETWORKS UNITED STATES**

David Gale is Executive Vice President of New Media at MTV, overseeing the development and production of interactive projects for the web and other new media platforms. Gale's division has launched a variety of unique properties including a social network and video uploading site for skaters called "The CLUSTR," a motion comic series based on the hit comic book "Invincible," and the blockbuster online release of Jackass 2.5, the first major studio film premiered on the internet.

In May 2009 MTV New Media released "\$5 Cover Memphis," created by *Hustle and Flow* filmmaker Craig Brewer, which recently won a 2009 OMMA award. "\$5 Cover" is a reality-based story set in the current Memphis music scene. The experience encompasses music performances and user discovery using the most current technology to provide access to the content on all platforms.

MTV New Media recently announced "\$5 Cover Seattle" directed by Lynn Shelton (writer/director of the critically-acclaimed *Humpday*) and "Savage County," an original horror film for new media platforms. Gale was previously head of MTV Films, where he oversaw the release of 26 movies including *Hustle and Flow*, *Election*, *Napoleon Dynamite*, *The Longest Yard*, *Murderball*, *Beavis and Butthead Do America*, *Jackass: the Movie* and *Jackass number two*.