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MILWAUKEE, WI – LAUNCH OF NEW IPHONE APP MAKES EXPOSING AND SHARING CORPORATE TAX, GOVERNMENT SUBSIDY AND CAMPAIGN DONATION RECORDS EASY

Timed to the February 4th PBS|Independent Lens rebroadcast of their award-winning documentary AS GOES JANESVILLE [<http://asgoesjanesville.com>], 371 Productions [<http://371productions.com>] is launching BizVizz, the first mobile iPhone app to make corporate behavior transparent. Snap a picture of a brand's logo to get a simple graphic screen that instantly displays financial data about America's largest corporations. How much tax do they pay? How much money do they get in government in subsidies? To whom do they give their political donations? BizVizz currently features 300 companies and over 900 brands with plans to expand. It will appear in the app store on Monday, February 4th.

371's president, filmmaker Brad Lichtenstein, was motivated to create the app because his film followed a company obtaining taxpayer dollars without so much as a public hearing. "I watched the democratic process being subverted and felt we should do something on a grander scale to make corporate behavior more transparent, especially when we're all called on to do our part during tough economic times." The Independent Television Service (ITVS), funded by the Corporation of Public Broadcasting, backed BizVizz to extend the movie's impact. ITVS and Kartemquin Films are co-producers.

371 teamed up with Faculty Creative [<http://facultycreative.com>], a Philadelphia-based digital creative agency to develop BizVizz. Their goal was to make the app both useful — it's a "wikepedia" of corporate accountability stats — and fun to use. Snapping photos of brands is addictive. They also created a website (<http://bizvizz.com>) and an open API.

Seeking a wider audience for BizVizz, 371 teamed up with fellow filmmakers, Vicky Bruce and Karin Hayes, whose 2012 Sundance film WE'RE NOT BROKE [www.werenotbroke.com] exposes how US multinational companies offshore profits to avoid paying tax. Together they are working with non-profits including the Tax Justice Network-USA, US PIRG, and the F.A.C.T. coalition, a DC-based coalition of organizations that promote transparency and tax compliance. 371 is working with DC-based non-profit Citizens for Tax Justice to obtain data on corporate tax payments; DC-based non-partisan, non-profit Sunlight Foundation whose Influence Explorer API supplies BizVizz with campaign finance data; and DC-based non-profit Good Jobs First whose Subsidy Tracker website and staff provided the research on state and local government subsidies of corporations. Each of these partners has advised 371 throughout the creation of the app.

371 believes that BizVizz will appeal to consumers who prefer to "shop their values", citizens and activists concerned with corporate accountability, and reporters on the economics beat. Walking down the shopping aisle taking pictures of brands reveals how most are owned by only a few companies. Users discover that Boeing received over \$450,000,000 from South Carolina in subsidies to help build their now grounded Dreamliner; that Wells Fargo, recipient of at least \$25 billion in bailout funds, paid negative tax; or that the fiscal cliff deal actually extended a tax break that allowing GE to once again file for a refund instead of paying tax in 2013. "This is public information," says Lichtenstein. "We're just making it visible."

371 is working with the organizations that helped build BizVizz as well as the AFL-CIO and US-PIRG to help provide content for alerts the app will send to BizVizz users about ways in which they can get involved in corporate accountability campaigns, learn about relevant legislation or read a new report or timely news story. Working Films is also helping 371 to reach new audiences by promoting the film and the app along with several other documentaries about our economy. 371 and Faculty are already looking to the next phase of development which will include hundreds more companies, an Android version of BizVizz, and a location-based feature that will let users know when brands nearby are in the app.

Besides Brad Lichtenstein, representatives from Citizens for Tax Justice [<http://ctj.org>], Good Jobs First [<http://goodjobsfirst.org>], Sunlight Foundation [<http://sunlightfoundation.com>], the AFL-CIO [<http://aflcio.org>] US-PIRG [<http://uspirg.org>] and Tax Justice Network [<http://tjn-usa.org>] are available for interviews. You can sign up to beta-test the app and watch a video demo at the BizVizz website <http://bizvizz.com>. BizVizz is on Twitter (<http://twitter.com/BizVizz>) and Facebook (<http://facebook.com/bizvizz>).