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**Utah Arts and Cultural Coalition Launches NowPlayingUtah.com
Online Events Calendar**
BeDynamic content provider for new online calendar

Salt Lake City - May 2008— A new comprehensive searchable online calendar of events is now available for arts and cultural events in the state of Utah.

NowPlayingUtah.com, a website designed to serve as the all-inclusive resource for “what to do” and “where to go” in the state of Utah that launched April 17, is a project of the Utah Arts and Cultural Coalition—a non-profit program in partnership between the Utah Arts Council, Salt Lake County Zoo Arts & Parks Program and Salt Lake Convention & Visitors Bureau.

NowPlayingUtah.com is designed to inform both residents and visitors about the arts and entertainment opportunities throughout the State of Utah, including Salt Lake, and will be an ideal tool for meeting planners and convention attendees. The site encourages people to see a show, visit an exhibit, take their friends or family to a festival or event, and see well in advance of their visit what events or performances will be playing during their stay. By providing comprehensive information about what to do and where to go for unique cultural experiences, NowPlayingUtah.com aims to promote greater participation in the events and activities offered year-round.

Both local and national talents are working on the events calendar to ensure its ongoing depth of content and accuracy including BeDynamic Inc., who will be handling the content management.

BeDynamic’s destination content services specialize in capturing, formatting, updating and delivering data on local entertainment, arts, culture, sports, festivals and special events to empower destination and lifestyle marketing initiatives. BeDynamic’s content management specialists take on the

time- and resource-consuming job of regularly contacting a destination's entertainment organizations, producers and venues, updating the critical event information so it is always accurate, complete and timely.

"BeDynamic enables us to deliver the best possible experience for our locals and visitors by aggregating content for the thousands of arts and cultural organizations and events throughout our state," said Heidi Falk, program manager, NowPlayingUtah.com. "This allows us to focus on building relationships within the community to be sure we are promoting all of Utah's arts and cultural events at no cost, providing complete events information for locals and visitors statewide. We are thrilled to be able to offer this service to our community and BeDynamic is instrumental in making this possible."

"Many convention and visitors bureaus (CVBs) and arts services organizations (ASOs) have challenges managing destination content," said Anne Payne, CEO of BeDynamic. "For the last six years we have been working exclusively with CVBs and ASOs to solve the problem of aggregating relevant destination content on a massive scale. This involves not only listing descriptive information and compelling images, but capturing date-specific details - information that is critical for planning leisure, business and convention travel."

About BeDynamic Inc.:

BeDynamic Inc., provides the travel and tourism industry with a single-source solution for capturing and managing up-to-date destination information. Designed for travel suppliers such as hotels, airlines and convention and visitors bureaus, BeDynamic's content aggregation and delivery service increases the quality, depth, timeliness and affordability of specialized information on local events and venues. By forging strategic partnerships with local destination stakeholders, BeDynamic ensures consistent, effective promotion of cultural, entertainment, arts and sports organizations of all kinds. Collaborative consulting services and innovative technologies enable customers to increase visitor attraction and promote the unique appeal of their respective destinations.

About the Utah Arts & Cultural Coalition:

The Utah Arts & Cultural Coalition (UACC) is a non-profit 501(c)3 whose mission is to increase audience participation in the arts and cultural community of Utah. Development is guided by the UACC Board of Directors, staff and the greater Utah arts and cultural community. Partners include constituents, recipients and members of the Utah Arts Council, Salt Lake County Zoo Arts & Parks Program and the Salt Lake Convention & Visitors Bureau.

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