



FURIOUS FOTOG PRESS RELEASE

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It is the vision of FuriousFotog™ brand to be one of the most trusted providers of imagery for its clients. I shall conduct myself with integrity all the while fostering an environment of creativity, innovation and trust. **My core values consist of several elements:**

- Strive for quality in the work (photography and design work) I produce, to be the “best in class” in terms of value received for monetary investment made.
- Be dedicated to satisfying my customers, all of them, with respect and understanding of their expectations.
- Act with leadership and inspiration, through competence, creativity, and collaborative teamwork.
- Act with integrity in all I do and treat each other with respect, including honesty and fairness in all aspects of the work I perform.
- Take pride in the diversity of individuals who work with me and the ideas that flow from such efforts.

It is imperative that all elements work together to form a cohesive whole. My clients and fans have high expectations in the way things operate and are conducted.

The views and opinions expressed by any model, the model's manager or agency, or any other clients, subcontractors, and/or vendors are those of the individual and do not necessarily reflect the official views, opinions, policy, or position of the FuriousFotog™ brand.

Normally this is enough to assuage matters. However, due to recent and ongoing events prominently displayed in the public arena, Furious Fotog has decided to divest its interests with **Pathways Talent Services (PTS)** for any and all *future* work. The publicized actions of this agency's leadership, their beliefs, and comments are incompatible with the core values of the FuriousFotog™ brand and to the motivation behind the Furious Army. They have resulted in a negative outcome for not only my organization, but also those represented under the PTS umbrella. Instead of being a neutral gateway to represented talent, these actions have closed access to this talent with a lock that has no key.

Therefore, in fairness to PTS represented talent who have been affected by things not in their control, any and all *existing* imagery will still be available for sale.

I will not comment any further on this issue. Instead, I will continue to deliver creative and inspiring photography featuring amazing talent for equally amazing clients.

Golden Czermak
Owner/Photographer - Furious Fotog