

News Release: FOR IMMEDIATE RELEASE

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THE ANDY KAUFMAN AWARD ANNOUNCES 2010 WINNER

Harrison Greenbaum Receives Award for Outstanding Comedy Performance

(November 3) – After evaluating more than 100 comedy submissions from around the country, The Andy Kaufman Award announces the 2010 winner of its prestigious award. In a live performance held on November 2nd at Gotham Comedy Club in New York, Harrison Greenbaum distinguished himself from a total of six finalists to secure the unique award.

Greenbaum’s unique and original performance was a winning combination of stand-up comedy with a little bit of magic, pushing the boundaries of comedy in new and different ways. Greenbaum says of winning The Andy Kaufman Award, “This award means so much to me on so many levels. I’m just so ecstatic and feel so honored to be even a small part of such an incredible legacy.” The winning comedian is 24 years old and a native of New York. He graduated *summa cum laude* from Harvard (where he co-founded the Harvard College Stand-Up Comic Society) and moved to New York City to pursue stand-up comedy full time. “Andy has - and continues to be - such a huge inspiration on my comedy and my life that being recognized as embodying Andy’s creative and original spirit by his family, friends, and industry professionals is just mind-bogglingly awesome.” After winning The Andy Kaufman Award, Greenbaum hopes to continue creating comedy that will keep Andy’s legacy alive and make him and all the people responsible for the award proud.

Harrison Greenbaum’s performance was evaluated by a panel of judges including Eddie Brill – well-respected New York Comic and Talent Coordinator on the Late Show with David Letterman, Andy Blitz – writer on Late Night with Conan O’Brien and a New York stand-up comic, Al Parinello – Executive Director of the Andy Kaufman Awards and Michael Kaufman, brother of Andy Kaufman.

The award criteria include scoring based on originality, creativity, execution and spirit. The criteria for winning are based on the uniqueness of Andy Kaufman's performance art. The criteria encourage comedians to take risks with an audience and to explore the definition of comedy from outside conventional thinking.

The announcement is made by Andy Kaufman's brother, Michael, who explains that, "Harrison is joining Kristen Schaal and Reggie Watts in crediting their successes in comedy to the Andy Kaufman Award. The Award encourages them to forge ahead defining and shaping alternative comedy. Winning the Award instills in them a greater sense of confidence they use to soar to spectacular heights."

According to Parinello, "Harrison Greenbaum is a certified star....rarely does a performer come along who looks, acts and delivers like a star as he does. The only difference between the highest level of celebrity and where Harrison is today...is the element of time. We here at The Andy Kaufman Award are all very proud of him and we anticipate an amazing growth trajectory for him." Previous winners of The Andy Kaufman Award include Blain Kneece, Kristen Schaal, Reggie Watts, Brent Weinbach and Suzanne Whang.

Harrison Greenbaum and Al Parinello are available for interviews and further information. Photographs of Harrison Greenbaum are available for reproduction at www.theandykaufmanaward.com/pressroom .

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