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## **Reality Shingles True Entertainment and Original Media Merge**

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**The new production company, Truly Original, will still be helmed by Glenda Hersh and Steven Weinstock.**

After assuming leadership of Original Media in 2015, True Entertainment founders Glenda Hersh and Steven Weinstock are officially merging their two shingles. The new production company, part of the massive Endemol Shine North America alternative-focused operation, is called Truly Original.

Hersh and Weinstock will continue to serve as co-presidents and co-CEOs and remain a subsidiary of Endemol Shine North America. Business operations, legal affairs, production and post production will happen under the same, though existing series will maintain the original True and Original creative labels. (Episodes of *The Real Housewives of Atlanta*, for example, will still end with a True Entertainment vanity card.)

"We are genuinely thrilled to be announcing Truly Original, which represents a blending of the respective strengths of two successful production companies, while maintaining the creative identity of each," said Hersh and Weinstock in a joint statement. "We look forward to continuing to execute at the highest levels of creativity and innovation for our network partners, and to offering our executive and production talent even greater opportunity as our business continues to evolve."

Across brands, Truly Original currently produces 16 series across networks. In an effort to merge offices, the company will locate to a new New York City headquarters in early 2017.