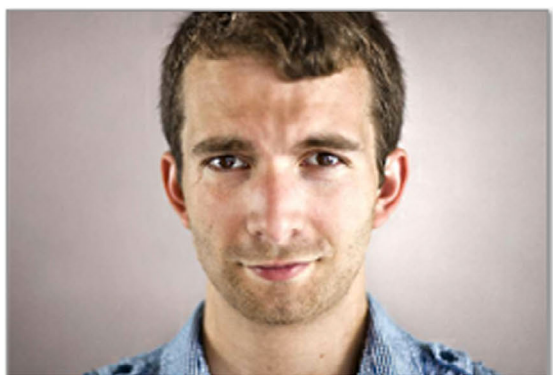


Sheppard Joins Superlounge's Comedy Roster



Superlounge's newest Comedy Director Daniel Sheppard.

[Superlounge](#) has signed Director [Daniel Sheppard](#) for commercial representation.

Led by company partners, Director [Jordan Brady](#) and EP [Dave Farrell](#), Superlounge has also decided to go 'all-comedy,' say the company founders.

"Daniel's humor is dry and subtle, even when the idea is way out there," comments Brady, a Comedy Director himself. "Daniel has both agency and production experience, and knows how to fashion a funny ad. He delivers comedic performances that are on the pulse of

today's humor. He also has combination skin."

As for the company's turn to focus solely on the comedy genre, Brady elaborates: "While each Superlounge Director is a rounded filmmaker, we all really love making funny more than, well, life itself," he concludes. "So our focus on comedy makes total sense. After all, funny is money."

Sheppard has already landed his first Superlounge project: directing a Missouri Lottery spot for ad agency Barkley of Kansas City, MO.