



ANIMUS ENTERTAINMENT GROUP ANNOUNCES ORIGINAL AND CUSTOMIZED PROGRAMMING SLATE TO BE UNVEILED AT THE L.A. SCREENINGS

• Animus Entertainment Group launches 7 new original productions, which are based on universal themes that focus on better living, balance, nutrition, health and well being

MIAMI, FL (May 17th, 2004) – Damaris Valero, founder and CEO of Animus Group – a company fully funded by private equity investors– announced today that Animus Entertainment Group (AEG) is launching their first original and customized programming slate, composed of 7 original productions, which will be unveiled at the upcoming L.A. Screenings.

AEG’s vision is to produce programming with a unique alternative approach expressing fresh ideas on health and overall wellness so as to appeal to a worldwide audience. At the same time, the programs are network friendly and offer advertisers a wide variety of innovative opportunities to create a message within the content of the program. AEG’s objective, in this area, is to develop a strong relationship between advertisers and programming content.

“All 7 programs represent a crowning achievement in our ongoing philosophy to reach a new, young and discerning audience whose mantra is ‘Contemporary Lifestyles in Balance’”, said Valero. “Our goal is to produce content with universal themes that focus on better living, balance, nutrition, health and well being”.

Though the production will have a worldwide appeal, the new enterprise draws from well-being trends already making a difference in the United States, Europe and Latin America. All programming is immediately available in English, Spanish and a third language, upon request.

“We are perfectly positioned to provide this programming to the U.S. Hispanic market, a segment of the American television viewing audience which has not been exposed to this genre,” said Valero. It’s no secret that the Hispanic audience is the fastest growing segment in the United States. For this reason Animus Entertainment is developing content for this important demographic. “And, of course, this also gives us the perfect opportunity to provide programming for the international marketplace, as well”, added Valero.

Executive Producer Fred Silverman, who is also a partner in AEG, brings more than 20 years of television experience to the firm. He has produced live and taped television in 33 states and 10 countries. His list of production credits includes programs for NBC, CBS, The Discovery Channel, The Travel Channel, A&E

Network, The History Channel, among others. He has won 5 Emmy Awards, an Alfred I. DuPont Award and a George Foster Peabody Award.

Mr. Silverman commented: "Our goal is to produce programs that focus on balanced lifestyles, nutrition, health and well-being but with an approach that will appeal to the mass audience. So, our makeover show concentrates on transformations from the inside out."

The 7 unique and innovative programs are:

21 Days (13x60min.) It takes 21 days to break a habit or retain a new one. In this show, you will meet people who are struggling to lose weight, living with an addiction or trying to control spending. They will learn specific techniques to smash the habit and change their lives forever.

Life Coach (13x30min.) You've done it all, but there is still something missing. In this show, Dr. David Baum helps bring accelerated change principles to people and organizations that are at the crossroads.

X-Out Junk Food (13x30min.) This cooking/nutrition show is by kids for kids. One in five children is overweight...many of those kids are obese. We show kids what to eat and how to eat better.

Strike a Pose (26x90sec.) Yoga for everyone. These segments teach every position imaginable. Learn how to strike the pose and understand why yoga is becoming more and more popular each year.

Yoga + (26x11min.) These short format programs illustrate untold benefits of yoga and how it can change your everyday life; from a better sex life, to more focused concentration in the office, to a positive outlook on life.

Mind Grains (26x20sec.) Presenting food for the brain. Real people describe where, why and when they meditate. Understanding that meditation is for everyone, anywhere, anytime.

The Seekers (1x60min.) Young explorers travel the globe in search of answers to the mystical mysteries around us. In the first installment, this group of 20-somethings goes to the land where the Mayans have flourished for generations, deep in the heart of the Mexican jungle. They are led into a world where few outsiders, and virtually no other television crews, have been allowed... for an exclusive look at the Curanderos of the Mayas.

"We are extremely excited to be able to bring to mainstream audiences all over the world these types of unique and fresh content in short form programs and reality based shows. *The Seekers* appeals to people who love watching adventure-outdoor shows", said Silverman.

About Animus Group

Animus Group is a privately-held advisory group with business interests in media consulting, and production and distribution of content. With offices in Madrid, Spain; New York, NY, and Miami, FL, Animus Group is managed by Damaris Valero, CEO and founder, a media industry veteran with 20 years of experience, and Harry Neuhaus, Partner and Managing Director. In addition, Animus Group holds an alliance with internationally renowned and experienced media executive Ele Juarez, President of Intuition Media, Spain. Animus Group's main clients include WISDOM Media Group, Disney Home Video, Hearst Entertainment, Go!TV, Click Diario, Planeta Networks and HispanoMedia among several others. Animus Group's mission is to set the pace as a visionary international entertainment think tank that will grow, provide advice and structure innovative multi-media opportunities for content and networks alike.

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