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ANIMUS ENTERTAINMENT GROUP CAPTURES WORLDWIDE TREND IN WELLNESS AND PRODUCES INTERNATIONAL PRODUCT WITH ENTERTAINING ANGLE

CANNES, FRANCE (March 29, 2004) – With strikingly original and customized programming content that reflects the international new life trend focus on health and well-being, Animus Group is launching Animus Entertainment Group (AEG).

Mind, body and spirit are the three pillars under which AEG's top quality programming content rests its appeal for a worldwide audience with a unique alternative approach that expresses fresh ideas about health and overall wellness.

"Animus Entertainment Group delivers content for this category in an entertaining and dynamic format. It stands out from what's available because it intends to serve the mainstream audience", said Damaris Valero, founder and CEO of Animus Group.

AEG's innovative ideas on concepts, production and distribution are set to reach a new, young and discerning audience whose mantra is "Contemporary Lifestyles in Balance".

Though the production will have a worldwide appeal, the new enterprise will be drawing from well-being trends already making a difference in the United States, Europe and Latin America. All programming will be immediately available in multiple languages.

AEG's Executive Producer, Fred Silverman, is an award-winning producer with 20 years of television experience, having produced live and taped television in 33 states and 10 countries for networks including NBC, Fox Television, The Discovery Channel, The Travel Channel, A&E Network, The History Channel and many others. Silverman's credits include a host of creative, innovative and visually entertaining programming. Silverman has won 5 Emmy Awards, an Alfred I. DuPont Award and a George Foster Peabody Award.

"We are unique because we produce, acquire, repackage and distribute in a much underserved category and also because we create short form programming and reality based shows", stated Mr. Silverman.

Viewers will be introduced to a fresh approach. Programmers will be provided with compelling shows delivered in a distinctive manner. And advertisers will have an opportunity to naturally blend their core message to the content, all of it being produced innovatively in order to retain viewers' attention.

"With offices in Madrid, New York and Miami we are able to draw from a wealth of resources which play a pivotal role in the productions", said Valero.

Damaris Valero has served as Chief Marketing Officer for Claxson Interactive Group and has held senior positions at MSN/YUPI.com, Universal Studios TV Group, and MTV Networks.

Harry Neuhaus is AEG's Partner and Managing Director. He has served as Vice President of Global Sales and Marketing for Latin Trade and has also held top posts at Yahoo!, MTV Networks and Turner International.

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 have included WISDOM Media Group, Disney Home Video, 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.

For more information about Animus Entertainment Group, please contact Maria Rios at +1305-728-7038.

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