



## **MULTI-MEDIA THINK TANK CREATED AS A STRATEGIC ALLIANCE BETWEEN INTUITION MEDIA AND ANIMUS**

*Principals Ele Juarez and Damaris Valero (respectively) are joining forces to forge an international entertainment alliance.*

Miami, FL (July 1, 2003)—Intuition President Ele Juarez and Animus Founder, Damaris Valero, announced today that they are creating a strategic alliance between their respective media consulting ventures in order to leverage their extensive experience across multiple distribution platforms throughout the geographical territories of the US Hispanic market, Latin America and Spain. Both considered industry heavyweights in the television, cable, ADSL, Radio, DTH, film/television content categories and Production, they will serve as the core of a rapidly-expanding team which will provide one-stop-shop services across multi-disciplines.

Their collaboration intends to set the pace as a visionary international entertainment think tank Alliance that will grow, guide, advise and structure innovative multi-media opportunities for content and networks alike.

Animus head Valero states, “Navigating the rapidly-changing landscape of today’s business models can be extremely challenging for companies who are trying to break into new markets on the television, internet or programming front. Our core philosophy is to effectively lead brands toward revenue-generating platforms in the key Spanish and Portuguese-speaking markets on a worldwide basis.”

President of Intuition Media, Juarez, understands intimately the nature of mergers and acquisitions, market trend analysis, new product penetration, and the financing for international alliances. “After having spent over many years in the entertainment and media sector industry in Spain, Latin America and the USA, I’ve identified a unique window of opportunity that clearly demands reinvention of the old formats for doing business in these territories Clients, content and networks alike are in need of strong leadership and strategic matches that will educate and leverage within this window. Flexibility and versatility are key.”

According to both Valero and Juarez, “Historically speaking, when economic challenges are present in the marketplace and flux is constant, there is always an opportunity to realistically identify specific segments of profitability. Especially with the ever-burgeoning US Hispanic population, these 36MM people of Spanish and South American origin are the fastest growing minority population and have increased at 4.5 times the overall population growth rate. Those who choose to seize the window will be ahead of the curve in specific market segments. We couldn’t be more pleased to have connected with one another’s vision in this extremely opportune moment of the industry.”

Intuition Media President and Founder Ele Juarez provides Spanish and International companies with advice on negotiating audiovisual rights in Spain and Latin America. Previously, Juarez was the head of Strategic Alliances at Telefonica Contenidos/Telefonica Media/Grupo Admira Media, as well as other roles as President and CEO at HBO Latin America and Brazil, including the Managing Director's role for Sogetel and the Audiovisual Division of Grupo Prisa and President/CEO for Polygram Spain, President of 20<sup>th</sup> Century Fox International, CBS and Warner Music.

Damaris Valero is founder of Animus Entertainment Group, LLC, a multi-media consulting operation. Her previous experience includes Chief Marketing Officer for Claxson Interactive Group; a multi-media company owned by Hicks, Muse, Tate & Furst and the Cisneros Group of Companies, the Sr. VP Global Sales position for MSN/Yupi.com, VP Business Development for the Universal Studios TV Group, Sr VP Sales for MTV Networks: TV Latin America and Nickelodeon Latin America and Hispanic Broadcast television responsibilities with Telemundo Group.

Animus and Intuition Media's strategic alliance will have offices in both Miami and Madrid.

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