



Global Brands and Companies Entertained ABC's "Extreme Makeover: Home Edition"! Cast, Crew, Celebrity Attendees in a Forceful Show of Support

The Event Presented by Hollywood Branded Inc. Brought Popular Corporate Entities Together and Benefitted the American Cancer Society In a Fun-Filled and Interactive Setting at the Historic Vibiana Cathedral In Downtown Los Angeles

Los Angeles, CA -- September 29, 2011—

The "Extreme Makeover: Home Edition" cast, crew and staff was treated to their 9th season premiere party last Sunday night by numerous high profile corporate brands and companies at an exclusive event at the historic Vibiana Cathedral in Downtown Los Angeles.

The private industry event boasted more than 600 attendees and over 40 companies that also featured a silent auction benefitting the American Cancer Society. Business luminaries mingled with celebrities, pro athletes and recording artists in a sprawling 35,000 square-foot venue with an outdoor courtyard.

The two-hour season premiere was screened at the party that featured First Lady Michelle Obama and Rihanna coupled with on-site interactive games, pampering stations, live music, dance floors with DJs and several promotional giveaways including a grand prize trip to Aruba.

"The event offered a remarkably unique opportunity for brands to directly engage with the cast, crew and guests in an interactive atmosphere with immediate consumer feedback and appreciation. We created an on-site social media experience strengthened by the opportunity to win a free trip to Aruba, which resulted in tremendous guest engagement as they thanked our sponsors through Twitter and Facebook" says Stacy Jones, President of Hollywood Branded Inc.

"We had a flurry of activity on our Facebook page and Twitter account last night as a result of the event. People seemed very engaged" says Aracely Sansone of Tamarijn Aruba All Inclusive.

The brands that supported the event in creative and stylish fashions included:

Aruba Tourism, Tamarijn Aruba All Inclusive and Aruba Aloe -

Aruba, the One happy island, was just recently ranked number two by TripAdvisor travelers in the category of top 25 destinations in the Caribbean and Mexico. It is easily accessible from 14 U.S. gateway cities. Surrounded by turquoise Caribbean waters, Aruba's beaches range from wide shaded expanses and quiet retreats to busy sunbathing and water sports hot spots. Guests were given the chance to win a trip for two to Tamarijn Aruba All Inclusive, located right on the water with all oceanfront rooms, nine dining options, seven bars, water sports, nightly entertainment and more. Each received Aruba Aloe lotion made with the World's Finest Aloe. www.aruba.com; www.tamarijnaruba.com; www.arubaaloe.com.

Boston Market created an on-site replica of their restaurant cafes and served scrumptious food that guests enjoyed through the evening. Boston Market Corporation, headquartered in Golden, Colorado, was a tremendous help and has been giving time back to busy people since 1985. They offer fresh, home-style meals-from rotisserie chicken, turkey, meatloaf and brisket to high-quality side dishes-in more than 490 restaurants from coast to coast. www.bostonmarket.com.

Gigaset Communications – Gigaset is the ultimate in German engineering and technology. One of the world's largest manufacturers of sleek and innovative cordless telephones, Gigaset pioneered the development of Interference free DECT technology. Gigaset phone models share the same Class distinctions as Mercedes, and guests had the opportunity to win a Gigaset by guessing how many Gigasets were hidden in a Mercedes S500. Gigaset. Inspiring Conversation. www.gigaset.com.

merci® – Finest Assortment of European Chocolate, considered to be the sweetest way to say thank you, was savored throughout the evening by guests in the customized Chocolate Tasting Lounge. Merci Finest Assortment of European Chocolates offers a delicious selection of rich European chocolates made from the finest ingredients available, providing indulgence and variety. www.storck.com/en/brand/merci.

New Era Walls by HP brought the Extreme Makeover: Home Edition build experience to life for guests by creating a gallery of larger-than-life images that featured the family of the season's inaugural build and honored the special people who made it possible. Designers can soon visit www.newerawalls.com from the convenience of their office or client site to choose from thousands of fine art images and stock photos, then customize and order New Era Walls by HP. For more information on New Era, please visit www.newerahd.com. More information on HP Wall Art is available at www.hp.com/go/wallart.

O.N.E. Coconut Water, an all-natural beverage company with a deep commitment to the Earth and its people has an active educational program about issues of hydration and the prevention of childhood obesity. Bars throughout the event provided customized event named beverages based on O.N.E Coconut Water combined with a variety of liquors. www.onedrinks.com.

Passion Growers, the “Preferred Rose of Extreme Makeover: Home Edition”, is a family-oriented company dedicated to growing and providing the most beautiful and highest-quality roses. Now in its 10th year, Passion Growers' 200+ varieties of roses can be found in more than 5,000 retail and grocery stores around the country. Passion Growers is also the Official Rose of the Rose Bowl as well as the Official Rose of the 2011 Miss America Pageant. www.PassionGrowers.com.

Snapfish by HP is the No.1 online personal publishing service in the world. Guests took entertaining photos in an onsite photo booth and utilized HP ePrint technology for on-the-spot mobile and wireless printing. Snapfish also showcased its new home décor offerings including Fine Art Prints and Canvases in a gallery featuring special moments from the Extreme Makeover: Home Edition Season 9 inaugural build. www.snapfish.com/homedecor.

VelaShape – VelaShape is the only FDA cleared device that effectively and safely contours, shapes and slims the body by reducing cellulite and firming problem areas in as little as four treatments. At the event, Dr. Vince Afsahi of South Coast Dermatology Institute met with guests and showcased VelaShape demonstrations. www.velashape.com

And VeeV, the “Eco-friendly cocktail and the World's First Açai Spirit” made the event complete. VeeV, the World's First Açai Spirit and simply a “better way to drink” strives to raise awareness, resources and support for the Brazilian Rainforest while running a carbon-neutral, eco-friendly company. Guests sampled custom event named cocktails made from the Açai Spirit. www.veevlife.com.

Supporting Sponsors Included:

Activate, Astek Inc., Chocolate Shop Wine, Cupcakes Couture of Manhattan Beach, Dogzilla, Ferrarelle, Fresh Brothers, Gino Savarino Modern Art, Kroma Makeup, Louise Georges-Yves, Makeup Mandy Eyelash Bar, Mamma Chia, Mama Mia's Beef Jerky,OCAVS.com, Photo Booth Pro, Pnut Butter Bar, Pure Swiss Water, StreetStrider, Sunbrella, Tieman's Fusion Coffees, Togo's, Vanity Girl, Wenté Vineyards, White Rabbit Original Filipino Fusion and Wholesale Glass Vases International.

ABOUT HOLLYWOOD BRANDED INC.

Hollywood Branded Inc. is a full service entertainment marketing agency specializing in creating brand partnerships within Hollywood by aligning products and services with celebrities and entertainment properties to reach targeted consumers. Hollywood Branded Inc. creates proactive marketing engagements within the entertainment community with a focus on education highlighting marketing objectives versus market perception, while delivering a comprehensive ROI. www.hollywoodbranded.com.

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