



RPR Marketing Solutions

REACH THE STARS: Select Case Profiles

AUTHENTICATION OF BRAND STORIES VIA PRODUCT PLACEMENT & INTEGRATION

Client

Jacob & Co, internationally recognized celebrity jeweler.

Objective

To tell the story of Jacob and Company having the quality and designs to capture ALL markets; Design and implement a west coast campaign to reach entertainment media to increase exposure of the 5 Time Zone Watch™ among Hollywood celebrities.

Placement/Exposure Received *

Television: Access Hollywood, Vibe, CNN Live, Extra, Newlyweds.

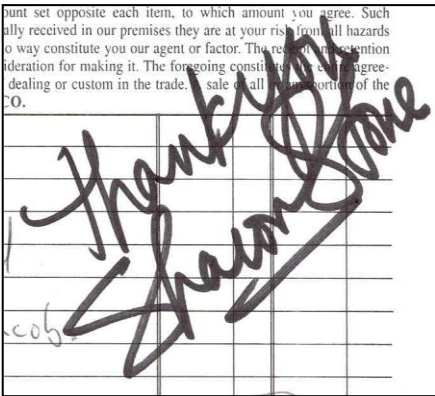
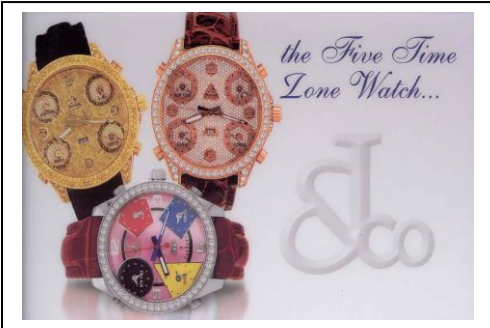
Print: In Touch, US Weekly, People, Star, LA Confidential

Celebrity Association: Academy award winning actress, Sharon Stone, NYPD Blue's Esai Morales, Paris & Nicole Hilton, Nicole Richie, and others.

Film: The Cook-Out (2004) set wardrobe included Jacob & Co. jewelry worn by Farrah Fawcett, Queen Latifah, Johnny Silverman, and STORM P. Cat Woman (2004) set wardrobe included Jacob "Angel Watches" worn by Sharon Stone. King's Ransom (2005) Jacob watch worn by STAR, Anthony Anderson.

Award Shows: Grammy Awards, Emmy Awards, Rock the Vote Awards; featured on-site custom designed suites featuring Jacob & Co.

* NOTE: Success is shared with our partner on the above projects; In 2 It Media.



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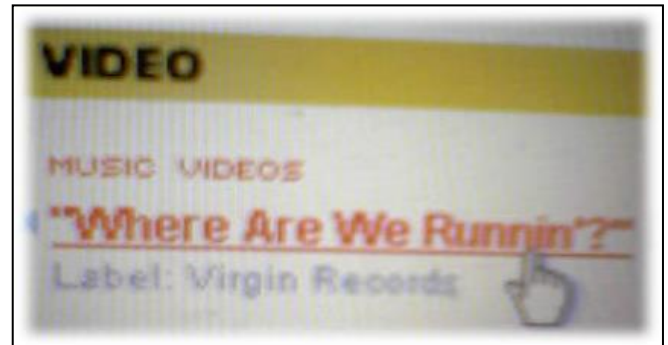
Client

TURI Vodka (Bacardi)

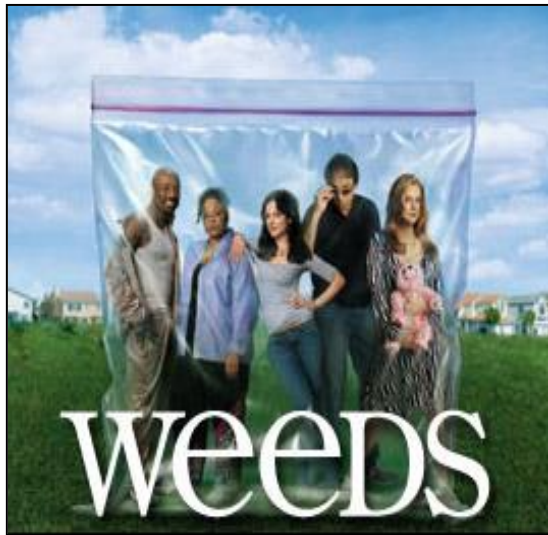
Objective

To tell the story of TURI being “the choice vodka” of the STARS; place and integrate the TURI product into the Lenny Kravitz music video, “Where are we runnin?”

Celebrity Association: Lenny Kravitz



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Client

TRIMSPA

Objective

To tell the TRIMSPA story of body maintenance; align TRIMSPA with a *hit* cable TV show via a seamless, strategic placement.

Placement/Exposure Received

Network: Showtime

Celebrity association: Stars of the hit show “WEEDS”



One&Only ResortsSM

presents the



**CELEBRITY
INVITATIONAL**

Client: **Breitling**

Objective:
To tell the story of Breitling being “the watch” of TOP ATHLETES; Align Breitling with the ultra exclusive, VIP Michael Jordan Celebrity Invitational

Media Received:
ESPN broadcasted the event on Sunday, February 19, 2006.

Celebrity association:
Celebrities appearing at the 2006 Michael Jordan Celebrity Invitational included: Flex Alexander, Marcus Allen, Phillip Bailey, Charles Barkley, Tom Brady, Jacob Brumfield, Cedric the Entertainer, Brandi Chastain, Roger Clemens, Bill Clinton, Vince Coleman, Billy Crudup, Richard Dent, Chris Doleman, Nick Faldo, Marshall Faulk, Rollie Fingers, Dwight Freeney, Nomar Garciaparra, Phil Gordon, Roy Green, Ken Griffey, Jr., Bill Guthridge, Mia Hamm, Thomas Henderson, Brett Hull, Dan Jansen, Derek Jeter, Michael Jordan, Kenny Lofton, John McEnroe, Joe Morgan, Charles Oakley, Paul O’Neill, Maury Povich, Aidan Quinn, Ahmad Rashad, Salli Richardson, David Schwimmer, Stuart Scott, John Smoltz, Jason Taylor, Lawrence Taylor, Alan Thicke, Chris Tucker, Gabrielle Union, Mark Wahlberg and Dondre Whitfield.



Client

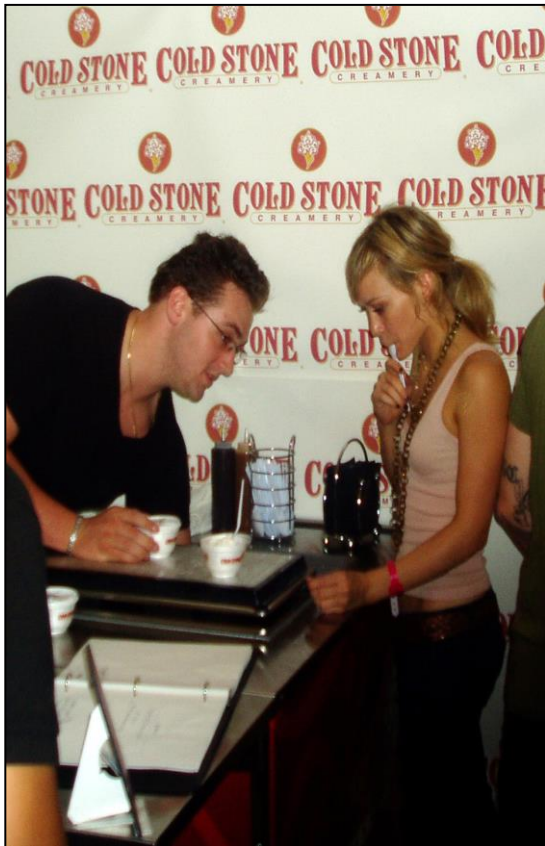
Cold Stone Creamery

Objective

To tell the story of Cold Stone always providing the “chill factor” to all of the HOTTEST events; Capture images pictures of various celebrities and tastemakers enjoying the ice cream at the MTV Video Music Awards unofficial pre-show suite SANCTUARY.

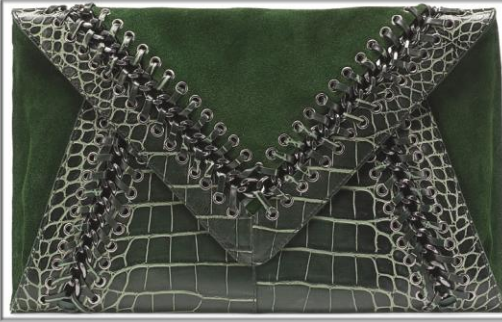
Print: OK Magazine, US weekly, E! Online, In Touch, Miami Herald, RockDirt.com, Sun Post, Fashion Wire Daily, Herald.com, Yahoo news, Life & Style

Celebrity association: Hillary Duff, Al (MTV’s Punk’d), Good Charlotte, Jim Brown (NFL Hall of Fame), Az Yet, John Singleton, Biz Markie, Harvey Pierre (Vice President, Bad Boy Ent.), Jason “The Jeweler” of Beverly Hills



Client

Vanessa Handbags



**Chain Reaction Envelope Clutch
by VANESSA**

Objective

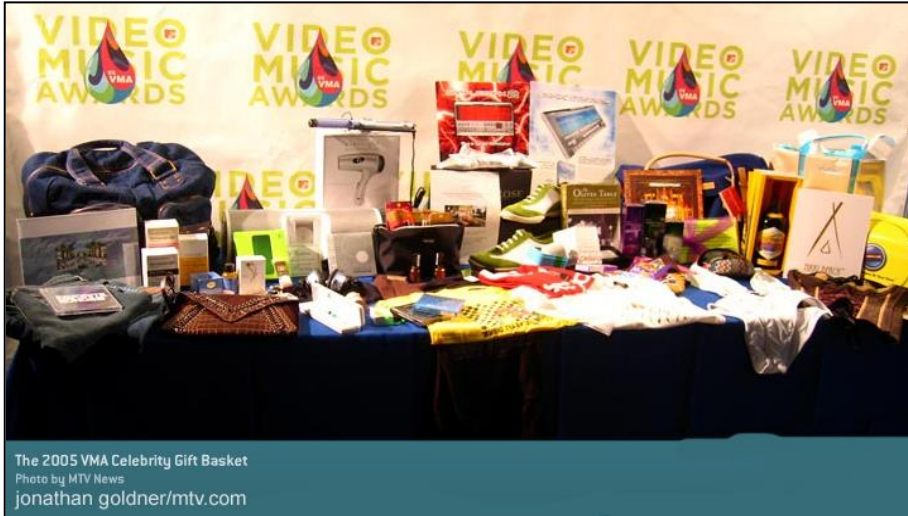
To tell the story of Vanessa Bags being “the choice” of the MTV generation; have their new “Chain Reaction” clutch purse included in the OFFICIAL MTV Video Music Awards celebrity gift bag.

Placement/Exposure Received

Television: MTV, E!, Access Hollywood, VH1, CBS Morning Show

Print: Us Weekly, Life & Style, Inside TV, MTV.com, In Touch, Fashion News Daily

Celebrity association: Kelly Clarkson, Kanye West, Shakira, Mariah Carey, Usher Raymond, Joss Stone, Ricky Martin, Lil Kim, Jessica Alba, Orlando Bloom, Jamie Foxx, Jessica Simpson, Hillary Duff, 50-Cent, Eva Longoria, Kirsten Dunst, Missy Elliott, Alicia Keys, Ciara, Ashlee Simpson, Paris Hilton, Fergie (Black Eyed Peas), Lindsay Lohan, Destiny's Child, Gwen Stefani, Amerie.

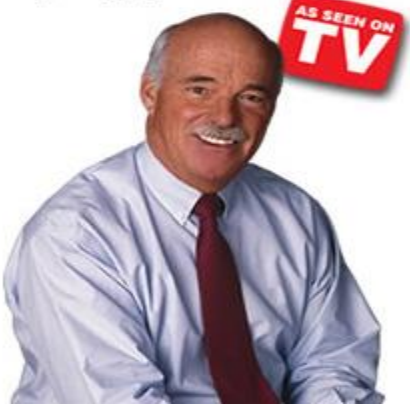


\$28,000 CELEBRITY GIFT BAG
One lucky reader can celebrate like a star with the \$28,000-value VMA gift bag, which includes a Dooney & Burke bag, Missoni shades and an iPod shuffle.

* To enter, and for official rules, log on to lifeandstylemag.com



"Try my product!"

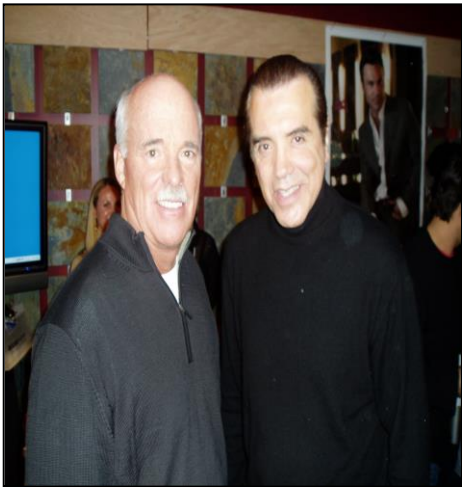


Client: **Video Professor**

Objective:
To tell the story of Video Professor always being in the right place at the right time; Place new "Wireless Tutorial" directly into the hands of the Sundance Film Festivals biggest stars at the "Chrysler Studio Brand Showcase" Also, raise money for St. Jude's Children's hospital via auctioning off (on EBay) a limited edition (1/300) Sundance film festival poster signed by celebrities.

Media Received:
EXTRA, Entertainment Tonight, Bravo, Fox "Good Day Utah", KTLA Morning, Court TV – Hollywood Heat, Sundance Channel, Moving Pictures, MTV News, Insider, Inside Entertainment (Canada), Tribune (Knight Rid), ASAP (Assoc. Press), Hollywood Reporter, Variety, YAHOO!, In Style, US Weekly, Brentwood Magazine, Angeleno, Life & Style, Entertainment Weekly, Complex, Giant, Swagtime.com, FilmFestivals.com, Ifilm.com, Nylon, OK!, In Touch, People, Cinema Magazine, Genre, Instinct, Life & Style, Hollywood.com, ASAP (assoc press), IMDB.com, IndependentFilm.com, EDGE Magazine.

Celebrity association:
Lindy Booth ("Cry Wolf"), Anthony Rapp ("Rent"), Ron Reagan (Talk Show Personality), Corey Feldman, Nicole Holofcener (director of Jennifer Anniston star "Friends with Money"), Ally Sheedy, Chazz Palminteri, Giancarlo Esposito ("South Beach"), Joey Pantoliano ("Sopranos"), David Krumholtz ("Numb3rs"), Robin Tunney ("The Craft"), Suchin Pak (MTV Host), Marlee Matlin, Rufus Wainwright, DJ Skribble, Jeffrey Donovan ("Hitch"), Johnathan Antin ("Blow Out"), Fairuza Balk ("Almost Famous"), Tyler Hilton ("One Tree Hill"), Hill Harper ("CSI:NY"), Harry Shearer ("Spinal Tap", etc.), Tracey Edmonds, Collective Soul, Minnie Driver, Courtney Peldon ("Adam and Eve" / "Undressed")



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 Partial List and Description



Client

TRIMSPA

Objective

To tell the TRIMSPA story of being a main part of all that is HOT, COOL, and SEXY; Align brand with Jessica & Ashlee Simpson during the Video Music Awards

Placement/Exposure Received

Television: CNN, E!, Access Hollywood

Print: Ocean Drive, People Magazine, In Touch, Beans Talk, WWD, NY Post

Radio: Howard Stern

Celebrity Association: Jessica Simpson, Ashlee Simpson, Nick Lachey, Missy Elliott, Storm P, Christina Milian, Hilary Duff, Jacob the Jeweler, Lil Kim, Fat Joe, Stereogram, Ryan Cabrera, Paris Hilton, The Kerry Sisters, The Gotti Boys, Beyonce, Summer Altice, The Apprentice Girls, Nikki Zeiring, and Farrah Fawcett.



Visit www.TRIMSPApr.com for more press and pictures



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Client

TRIMSPA

Objective

To tell the TRIMSPA story of them being “kind to the environment”; “Unveil” new TRIMSPA environmentally friendly bottle by integrating the brand backstage during the American Music Awards, and introducing the product to numerous celebrity attendees.

Placement/Exposure Received

Television: CNN, E!, Access Hollywood, Tonight Show, Jimmy Kimmel

Print: People, In Touch, Us Weekly, PRweb and more

Radio: Howard Stern

Celebrity Association: Alicia Keys, Jon Bon Jovi, Lincoln Park, Gwen Stefani, Kelly Osbourne, Maroon5, Kanye West, Randy Jackson, Ying Yang Twins, Uncle Kracker, Eva Longoria, Ashanti, Omarosa from the Apprentice, Brian McKnight, and Usher (who took over 20 bottles for his mother and crew).

NOTE: TRIMSPA web **sales increased OVER 200%** during the course of our 3 day promotion/integration activities!



Visit www.TRIMSPApr.com for more press and pictures



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"Try my product!"



Client: **The Video Professor**

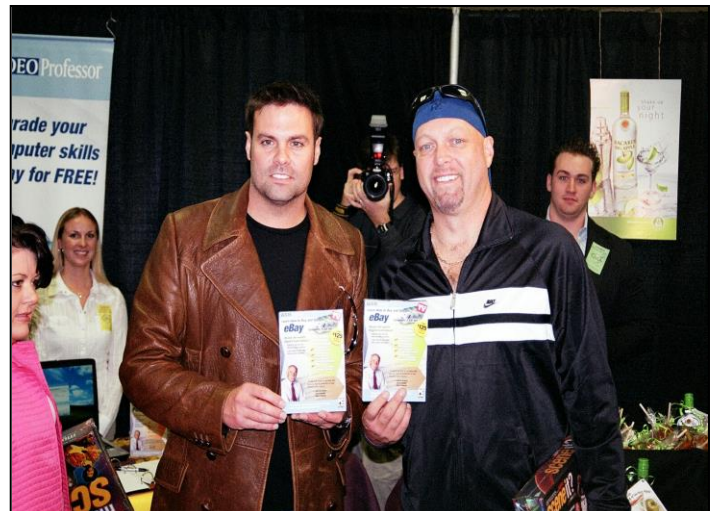
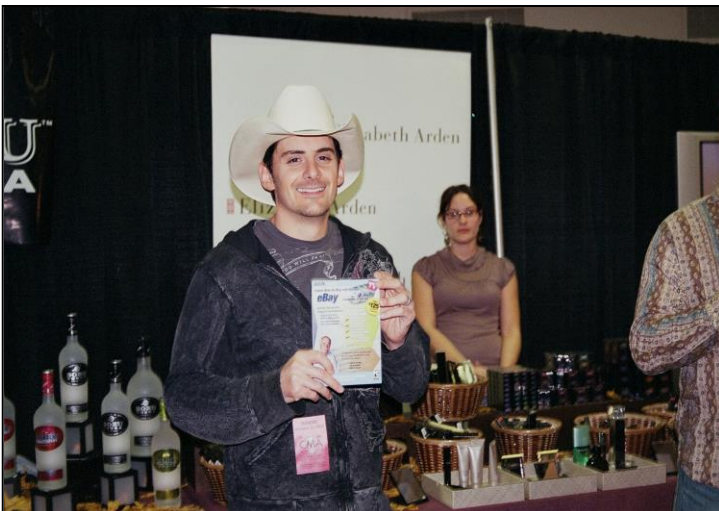
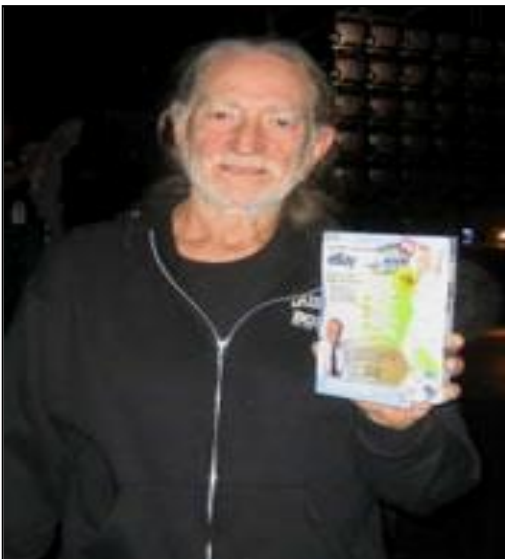
Objective:

To tell the story of Video Professor being “THE CHOICE” when celebrities or their people need to learn how to and where to sell their memorabilia; Pre-release new E-Bay tutorial directly to Country Music’s biggest stars backstage at the “Country Music Association Awards”

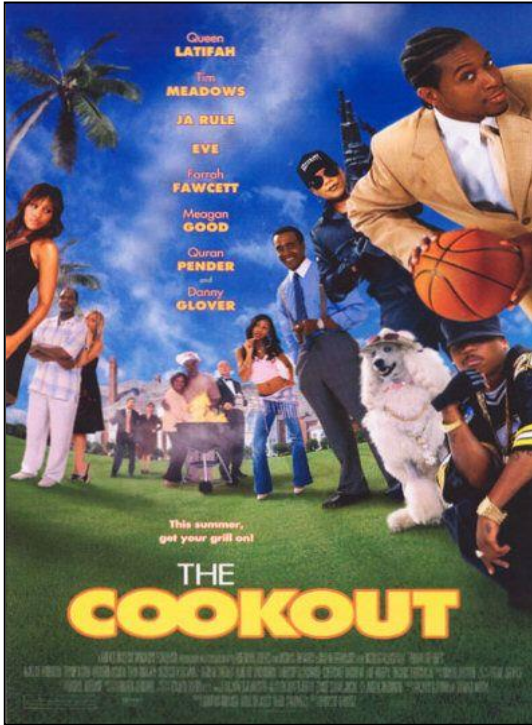
Media Received: COVER- **Wall Street Journal** Marketplace

Celebrity association: Big & Rich, Union Station, Bon Jovi, Lonestar, Sugarland, Montgomery Gentry, Diamond Rio, Alison Krauss, Brent Mason, Martina McBride, Julie Roberts, Rascal Flatts, The Warren Brothers, Brad Paisley, Willie Nelson, Carrie Underwood, Lee Ann Womack, Blue Country, Keith Anderson, Shooter Jennings, Jamie O’Neal, Billy Joel, Elton John, Wynonna Judd, Keith Urban, Norah Jones.

NOTE: Video Professor received **over 1.5 MILLION media impressions** from the Wall Street Journal alone!



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AUTHENTICATION OF BRAND STORIES VIA CELEBRITY ENDORSEMENT

Client

TRIMSPA and Jacob & Co.

Objective

To tell the TRIMSPA story of being “the pill” that the athletes choose, as well as telling the story of Jacob & Co remembering “their business roots”; Identify and secure an “up and coming” STAR to an endorsement campaign and execute a seamless product integration in the film.

Celebrity Association:

STORM P -- STAR of Queen Latifah’s movie, *The Cookout!*





Client

ALLIED BEVERAGE & PERNOD RICARD USA

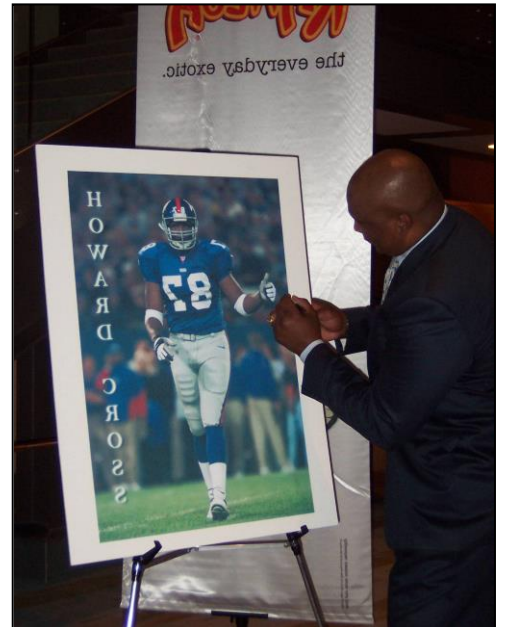
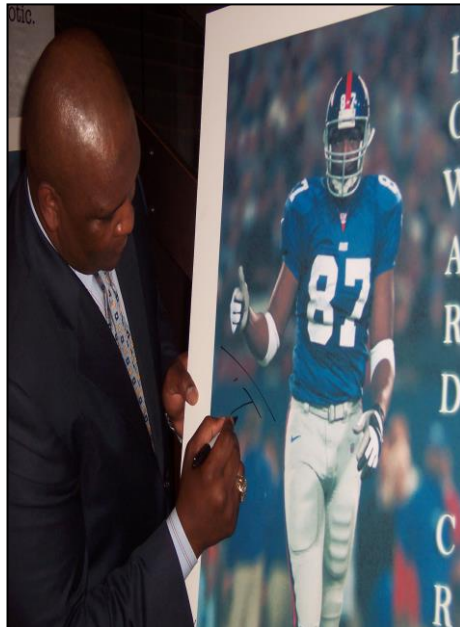
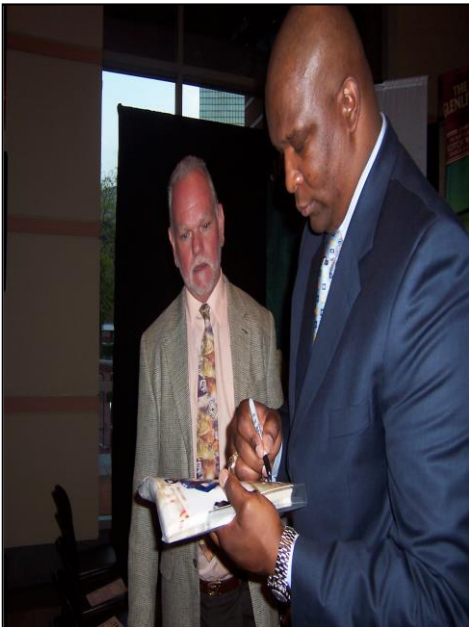
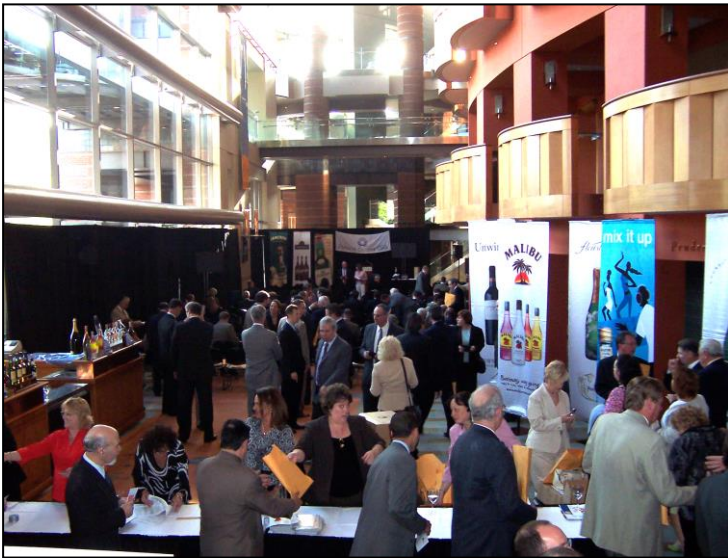
Objective

To tell the story of Allied being “the winners” in the beverage industry; Secure a WINNER...New York Giants [retired] star tight-end to host, speak, and motivate at their strategic alliance announcement gala.

Placement/Exposure Received

Internal company media

Celebrity Association: Howard Cross



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Client

ZINO PLATINUM

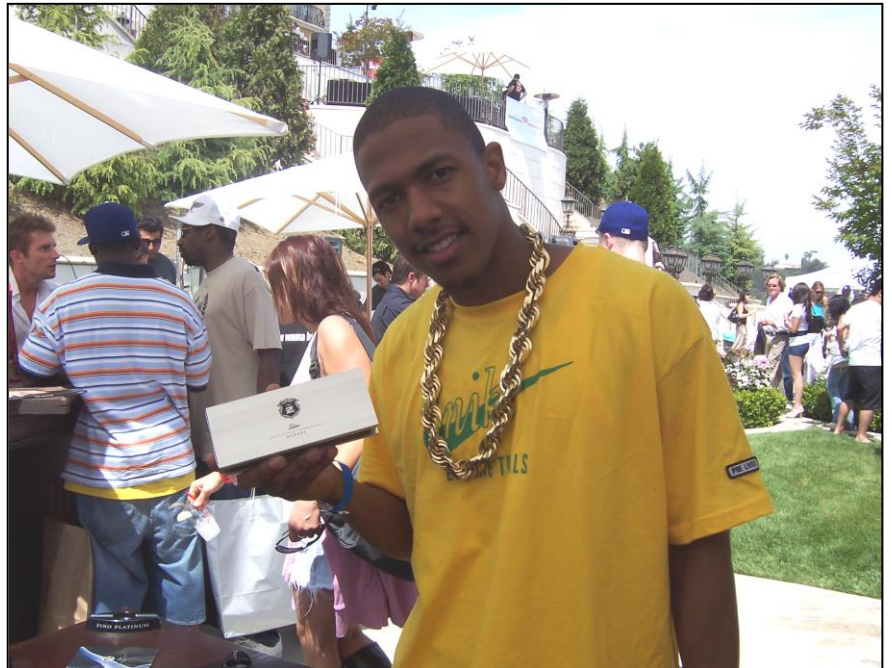
Objective

To tell the story of ZINO always being the exclusive cigar at the exclusive events; align the brand with celebrities and VIP's at the most exclusive pre-award show event prior to the MTV Video Movie Awards.

Placement/Exposure Received

Verizon V-Cast, Wire Image, 944 Magazine, and more.

Celebrity Association: Kathy Hilton, Nick Cannon, Ludacris, Tyson Bedford, Howie D, Nick Carter, Aaron Carter, and more.



OTHER CELEBRITY APPEARANCES



✓ **“Four Decades of the NY Giants”** Charity basketball game to benefit local victims of September 11th. NY Giants stars included **Lawrence Taylor**, **Ottis Anderson**, and **Phil Simms**. Over 600 people in attendance, and nearly \$20,000 raised for the families!

✓ **Microsoft** Corporate Golf Invitational hosted by MLB Hall of Fame catcher, **Gary Carter**, with 20 other celebrities in attendance.

✓ **Trilogy Leasing** Corporate Golf Outing hosted by former New York Giant All-Pro linebacker, **Harry Carson**.



✓ **Schieffelin & Somerset** “Meet and Greet” with New York Mets Hall of Famer, **Rusty Staub**.

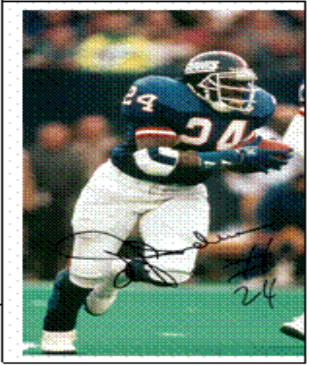
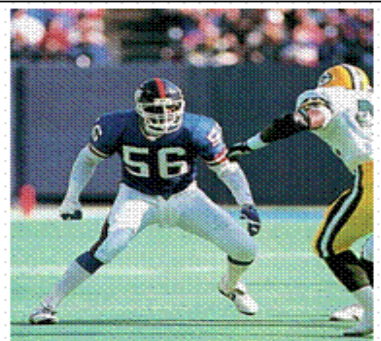
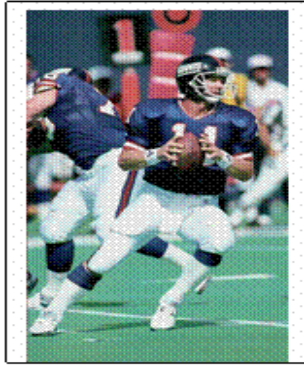
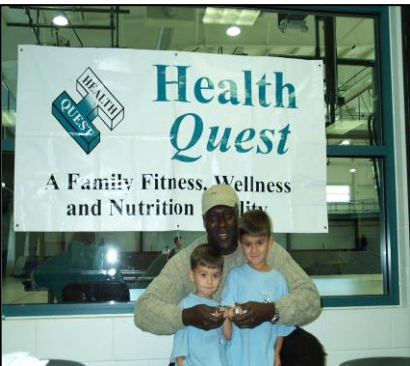
✓ **Jupiter, Florida Police & Fire Department** Special clinic and “Meet and Greet” with USTA Hall of Famer, **Ivan Lendl**.

✓ **HealthQuest of Hunterdon, New Jersey** Grand Opening with Super Bowl XXV MVP, **Ottis Anderson**.



✓ **Delta Airlines** “SONG IN THE CITY” events featuring celebrity super model/actor, **Tyson Beckford**.

✓ **The Little-Life Foundation Celebrity Golf Outings**. Secured over 25 celebrities including NBA All Star, **Kelly Tripucka**; NHL All Star, **Rod Gilbert**, former #1 Heavyweight Contender, **Gerry Cooney**; Hall of Fame catcher, **Gary Carter**, Star of NBC's "The Apprentice" **Carolyn Kepcher** and more! Beneficiary: Saint Barnabas Medical Center.





THE JAY HANSEN MOVEMENT

RPR integrated Jay Hansen’s music into episodes of TV’s *Dawson’s Creek* and MTV’s, *Real World-Battle of the Sexes*. RPR and the singer/songwriter completed a highly successful 30-city college tour that took the young phenom from Maine to Kentucky and is currently on a 40-city nationwide college tour!

Jay also recently finished recording his new record/solo debut, “*Within This Process of Adaptation*,” with Producer, Ross Peterson (*Five for Fighting*, *Eve 6*, and John Mayer), and the album release party culminated with a sold-out show at *The Boulton Center for Performing Arts* in Bayshore, NY.



SPECIAL EVENTS

The 10,000 Yard Club: a unique marketing platform created by RPR for corporate America to honor an elite group of NFL running backs for career achievements and positive off-field contributions to communities. Only 17 players in the history of the game have surpassed this milestone, such as **Marcus Allen, Ottis Anderson, Tony Dorsett, Marshall Faulk, Jim Brown, Franco Harris, Walter Payton, Barry Sanders, Eric Dickerson, and Emmitt Smith**. Further information is available at www.10000YardClub.com.



New Jersey Garden Party: a multi-faceted event held October 2004 at *Trump National Golf Club* in Bedminster, NJ to highlight special attributes of the State, including a showcase of landscape designers/master gardeners and a VIP evening with gourmet chefs, State Executives, and nationally recognized celebrities, such as Honorary Chairman **Donald Trump**, emcee **Joe Piscopo, OJ Anderson, Rusty Staub, Storm P, Gerry Cooney, Rick Cerone**, and more. A “sold out” crowd of 210 sponsors and guests were in attendance. Visit www.NJGardenParty.com

VIP Award Show Suites: unique custom designed suites held prior to each major award show (i.e. – Emmy’s, Grammy’s, Oscars, etc). Produced by *In 2 It Media* and enhanced by *RPR Marketing Solutions*, every award show suite successfully attracted top celebrities from **Nick Lachey** to **Sharon Stone**, exceeding client expectations.

Client Brands in the HOT MOVIES:



Mustang Sally

Feature Movie:	“Mustang Sally”
Exposure:	Warner Brothers
Demographic Targets:	Adults 14 – 64

STAR: HALLE BERRY

Logline:

Sally Staley, a middle aged, natural beauty - despite the hard frown on her face from a trying life, finds her world torn apart when she discovers her husband is cheating on her. Raged with anger and hurt, she races out of the house in her trusted classic Ford Mustang only to find herself in the middle of a bank hold up as she near runs over four desperate criminals who make her stop for them and force her by gun point to be their getaway! With no choice and no care, Sally coolly shows her maniacal driving skills by swerving thru oncoming traffic, squeezing down alleys and jumping bridges to deliver the criminals to safety!

Astounded by her steely, fearless skills – the Big Boss hires Sally and offers her a cut from their heists. With no husband, no job and having to move her daughter in with her pension saving mother, Sally agrees to take on the position.

For awhile Sally enjoys the ride, then money and the exciting life as a bank robber until her guilt and fear finally step in. Now locked in with the Big Boss and no way out, Sally discovers surprising aspects of her self-strength in these trying times. A big fan of the Mustang Sally Mystery Novels, she stirs up an idea straight from the book and finds a solution to her problems!