



PRESS RELEASE

Creative Brands Group Signs People en Espanol's "Star of the Year" Myrka Dellanos San Jose, CA – July 13, 2005

Creative Brands Group is pleased to announce that they will be representing Myrka Dellanos for product licensing and brand development. For over a decade, Myrka Dellanos has been the first U.S. born, bilingual and unparalleled broadcast journalist in the Spanish television market. At least 20 million viewers throughout the United States, Latin–America and worldwide have come to embrace and welcome her into their homes and families. In the last year she was on the cover of People en Espanol Magazine's 50 Most Beautiful issue and most recently was chosen as Time Inc.'s "STAR OF THE YEAR" for People en Espanol Magazine in their premiere double issue for December 2004, January 2005. She has teamed with Creative Brands Group to explore product opportunities in the areas of home décor, health, jewelry and beauty.

"Myrka's widespread recognition and credibility with millions of Univision viewers around the world make her the ideal partner for the sort of business opportunities our manufacturing and retail partners are looking for." says Eric Kuskey, President of Creative Brands Group, "Our desire is to create a compelling brand with substance and authenticity that speaks to the flourishing Latin demographic in North America and around the world. No one does this with more style and substance than Myrka".

Today, Myrka hosts her own prime time show called "Exclusively with Myrka Dellanos" or "En Exclusiva con Myrka Dellanos," where she is able to do what she is most passionate about, interview others. With her journalistic background and unique access to the stars and newsmakers of the day, her program is an up–close and personal encounter with the people who are most loved by her viewers. Myrka also hosts Special Programming for the Network, like the nominations for the most important award show in Spanish music, Premio Lo Nuestro which she hosted live from Miami and Los Angeles; she was also the first host of "Premios Juventud", an MTV–type awards show where the hottest latin stars perform and receive awards in music, fashion, acting and sports and she has hosted for more than five years the highly rated "Noche de Estrellas", a yearly event where latin stars walk down the famed red carpet to attend the Latin music industry awards show, "Premio Lo Nuestro".

In 1993, Myrka began hosting Univision Network's news magazine show "Primer Impacto", airing live six days a week, including a special edition on Sunday evenings. "Primer Impacto" was one of the highest rated programs in the United States and throughout 20 Latin–American countries and worldwide while Myrka hosted the show for one decade.

Myrka was also the host of Univision's "Ver para Creer", a show that highlights amazing and outrageous feats performed throughout the world and the original host of "Imágenes de Impacto" where the

audience is shown the world's most amazing videos. These shows were consistently in the top 10 most viewed programs of the Network while Myrka was hosting.

Myrka has solidified her career by interviewing the most notable celebrities including among many, renowned opera singer Placido Domingo, boxer Oscar de la Hoya, Jennifer Lopez, Paulina Rubio, Ricky Martin, Marc Anthony and Thalia, to name a few.

She has received numerous awards including two Emmy Awards, one for News-Reporting and one for News-Writing; 3 Ace Awards and a special award for her live coverage of Lady Diana's death and funeral services. Myrka was named an "Outstanding Young Woman of America" and is part of the "Who's Who among Hispanics" in the United States. At the beginning of her career, the United Way of Florida chose her as one of their "Outstanding Women in Broadcasting". In 2000, she was awarded the "Hispanic Leadership Award" by the Hispanic Heritage Council for being a positive role model in the Latin community and in 2001 was named "Hispanic of the Year" by the Direct Marketing Association of America. Additionally in 2003, she was named the "Person of the Year" by the Organization of Iberoamerican Journalists (OPI) which selects their awardees among all journalists in the U.S. and in Latin-America. At the end of 2004, Myrka was named "Star of the Year", by Time Inc.'s People en Espanol.

In addition to her journalistic accomplishments, Myrka has the ability to touch the hearts of Hispanics throughout the world at a grassroots level. Her involvement in charitable initiatives include providing hands-on relief to disaster victims and serving as the National Spokesperson for Save the Children, a non-profit organization that helps disadvantaged children around the globe. Myrka has also worked with the American Diabetes Foundation and was on the celebrity Board of Directors for Marcelino Pan y Vino, a non-profit Washington D.C. organization helping sick children. Most recently, Myrka was asked to be on the board of partners in Volunteerism, a worldwide charitable organization that promotes volunteer services. She plans to travel to Colombia later this year to work with them on a personal level. Also, the International Rescue Committee, which works with the United Nations helping refugees, have approached Myrka to be their Goodwill Ambassador. Her duties are currently being discussed so that she may begin her work with them. Finally, President Bush has nominated Myrka to be a part of the Freedom Corps, a group of 25 of the most influential people in the U.S. who work together to promote charitable giving amongst Americans. This is a Presidential appointment and the confirmation is pending.

Myrka is the most recognizable personality on Spanish television and has been the Spokesperson for Colgate toothpaste for the last 4 years; she participated in the "Got Milk" ad campaign with her daughter, and most recently was chosen as the "celebrity spokesperson" for the OLD NAVY Holiday 2004 campaign. She has been featured on the cover of numerous magazines including People en Espanol, Shape, Buenhogar (Good Housekeeping) and HOLA Magazine (Hello Magazine).

For all of her accomplishments, experience, leadership, poise and excellence, Myrka is most passionate about her favorite role as mother to her daughter Alexa Carolina born in December of 1993.

Creative Brands Group, Inc. is a brand development and licensing management company located in San Jose, CA, with branch offices in Santa Barbara, Atlanta, New York, Miami and High Point. Clients include Wilmer Valderrama, Roma Downey, Cristina Ferrare, Debbie Brooks, Bethany Hamilton, Dr. Denese and LIFE Magazine, as well as artists Thomas Kinkade, Wyland, Michael Weems, Chayan Khoi, Rachael Hale and Thomas Arvid.

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