



Press Release

March 16, 2006

For Immediate Release

Trophy Entertainment, Inc. announced the launch of Trophy Red.

Beverly Hills, CA March 16, 2006 Trophy Entertainment, Inc. announced the launch of Trophy Red , their scintillating entertainment and red carpet interview program. Trophy Red will add the trophy spark to the landscape of entertainment reporting of award shows, celebrity events and other entertainment related galas.

Trophy Red Spokes model correspondents will entertain audiences and deliver trophylicious interviews of A list entertainers, professional athletes, recording artists and entertainment executives.

Trophy Red , which will begin broadcasting initially at www.TrophyRed.com beginning this spring initially plans to offer programming content around the clock. Trophy Entertainment, Inc. executives are currently in discussions regarding network programming and syndication deals among which the ink hasn't dried.

Casting for the Trophy Red correspondents begins this week in Beverly Hills. The eliminations are a grueling process which is to be expected. Submissions are welcomed from agents and handlers worldwide. "Send us talent worthy of trophy!" Said Founder and Executive Producer, Rhonda Coleman. Beginning this spring, look forward to informative and entertaining "trophy talk".

Trophy Red is the new destination for the A list, trend setters, style leaders, pro athletes, recording artists and entertainment industry individuals living the Trophy lifestyle.

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