

***“Everybody Wins at the Emmys®!”
Nominee Gift Basket***

MEDIA FACT SHEET

Who: **Non-Winning Nominees in the 12 major acting categories at the 58th Annual Emmy Awards** (Outstanding Lead Actor/Actress in a Drama, Comedy and Miniseries/Movie; Outstanding Supporting Actor/Actress in a Drama, Comedy and Miniseries/Movie)

What: Will receive a consolation Gift Basket from Distinctive Assets

When: August 28, 2006 (the day after the telecast)

Description: On August 27th, Primetime Television’s biggest stars will have their night to shine at the 58th Annual Emmy Awards in Los Angeles. All nominees will hope to receive the coveted gold statuette. If their name is not announced as a trophy winner, however, they will receive ample consolation the following day in the form of a Gift Basket compliments of Distinctive Assets.

The Gifts: Sponsored by Bubble Chocolate, the “Everyone Wins at the Emmy Awards” Gift Basket will make anyone feel like a winner with goodies from Hanes, Gibson Guitar, Joluka, Caesars Palace, Netflix, Tekkeon, Chadsworth & Haig and many more. The bags, worth over \$42,000 each, will be delivered the day after the telecast to the *lucky* non-winners.

A specific product listing is below.

About Us:: Known for beginning the craze of over-the-top celebrity swag at major award shows such as the GRAMMY®s, People’s Choice, Kids’ Choice, MTV Movie Awards, Latin GRAMMY®s, Academy of Country Music, HBO Comedy Festival and other Hollywood events, Distinctive Assets is thrilled to continue a tradition we originated in 2003... acknowledging non-winning Emmy nominees.

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For more information, contact Lindsay Kelterer, Vice President, Corporate Communications:
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No affiliation with the official Emmy® Presenter Gift Basket or A.T.A.S®

**“EVERYBODY WINS AT THE EMMYS”
GIFT LISTING**

American Racing Academy	Gift Certificate for Racing School	\$600
Baby Sherpa	Diaper Backpack	\$89
Beauty Bank	Dianoche Fragrance by Daisy Fuentes	\$42.50
BodyMint, USA	The First All-Natural, Breath and Body Freshener	\$19.95
Bottlenotes, Inc.	6 Month <i>Limited Addictions</i> Wine Club Membership <i>and</i> Bottle of Bacio Divino Wine	\$1,280
Breathe	Gift Certificate for Acupuncture (In Office or On-Set)	\$500
Bubble Chocolate	3 Bars of Chocolate with a Gift Certificate for “Chocolate for a Year”	\$442
Burman Books	The Inner Power Series of Books and Gift Certificate for Personal Coaching	\$10,000
Candy Baubles	Make a Difference Starfish™ Necklace	\$44
Caesars Palace	VIP Package	\$8,500
Chadsworth & Haig	Tresaro Shawl Collar Robe	\$200
Cibu: Ancient Secrets for Modern Hair	Sticky Rice Pomade & Pho Finish Workable Finishing Spray	\$28.50
Clarity Skincare	Forticelle Skin Refinement Series Platinum Body Butter	\$64

**“EVERYBODY WINS AT THE EMMYS”
GIFT LISTING**

CLAY	Annual Gym Membership	\$2,500
Designer Loft Productions	Alypod Couture iPod Case	\$395
Dolores Hope Masi	Marilyn Monroe Crystal Collectable	\$1,000
Dove Hair Care	Hair Care Package	\$40
Earth’s Power Yoga	Private Lesson with Steven Earth	\$75
Frida Kahlo Tequila	Frida Kahlo Tequila Reposado	\$65
Gibson Guitar	Gibson Amphitheatre Concert Package	\$5,500
Hanes	Perfect Panty	\$8
Huntley Drive Fitness	Personal Training Gift Certificate	\$750
Idelle	Gift Package with SkinMilk, Sea Breeze Naturals and Brut	\$55
Jamba Juice	Jambacard	\$50

**“EVERYBODY WINS AT THE EMMYS”
GIFT LISTING**

Jennifer	2 CDs - “From the Dark” and “Oh My”	\$30
Joluka	Embellished Denim Jacket	\$155
Laguna Beach in a Box	Beach in a Box	\$50
Laser Eye Center of Silicon Valley	Complimentary LASIK Eye Surgery Procedure from Dr. Gary Kawesch	\$5,800
LC Premiums LTD	POP ART Toaster	\$25
Li'l Ewe's	Home Delivery Services for All Your Baby Needs	\$800
Luwak Coffee	Deluxe Mini Luwak Coffee Gift Box	\$35
McCartney Multimedia, Inc. *iFanz Divison	Fan Database Management Services	\$1,200
Mommy Track'd, LLC	The Balance Sheet Notepads	\$10
Netflix	12 Month Complimentary Membership and Wireless Headphones	\$350
Pacific Shaving Company	All Natural Shaving Oil	\$7

**“EVERYBODY WINS AT THE EMMYS”
GIFT LISTING**

Persephone Collection	Caliope Suede Clutch	\$175
Pimpfants	Velour Track Suits	\$46
Playtex	Thank Goodness It Fits and Secrets Bra	\$29
Roberto Cavalli Vodka	Ultra Premium Vodka	\$60
Schwan Bakery	Mrs. Smith’s & Edward’s Pies for A Year	\$100
Sedu Flat Iron	Ultra-smooth Tourmaline Flat Iron	\$170
Pet Mint, LLC	Smell Goodies—Fresh Body and Breath for Dogs	\$15.95
Smiles Made Easy	5 Tins of Smiles Made Easy Thought Cards	\$40
Sophia Swire	Assorted Apparel	\$100
sticks ’n stones	Iron-on Swarovski Crystal Designs for Parents	\$36
Stud Monkey	Designer Jeans	\$280
Tekkeon, Inc.	myTalker Bluetooth Gateway for iPod and MP3 Players	\$75

**“EVERYBODY WINS AT THE EMMYS”
GIFT LISTING**

Vivre	Catalog Gift Certificate	\$500
20th Century Fox	<i>The Sentinel</i> DVD	\$30

Total Value \$42,367.00