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**Brand-in
Entertainment**

Press Release



Nestlé's Nespresso® and Ovation TV® enter into an innovative new partnership for a unique new network series, "Hollywood on the Rocks"

Hollywood on the Rocks will offer intelligent and contemporary discussion and reviews of high production quality short film projects.

Los Angeles CA, September 10, 2009: Brand-In Entertainment, a premier brand integration firm based in Los Angeles, formally announced the involvement of Nespresso® as a primary sponsor of the highly anticipated new series, Hollywood on the Rocks. Hollywood on the Rocks will be a contemporary show featured on Ovation TV, the only National cable channel devoted to art and contemporary culture. Mini Movie Channel is the show's producer. The series will be a uniquely formatted program featuring Chris Gore hosting celebrity discussions and reviews of current and notable short film projects. Elena Muravina, CEO of Mini Movie Channel, commented, "The highly personal interviews and short films presented in the series are naturally complimented by the Nespresso specialty products that will actually be utilized in the series."

Nestlé Nespresso is an operating unit of the Nestlé Group, the world's leading food, beverage, nutrition and wellness company. Shanin Molinaro, Marketing Director, Nespresso North America stated, "Sharing Ovation TV's passion for arts and culture, Nespresso is pleased to be a part of the network's original new series, Hollywood on the Rocks." Rolfe Auerbach, CEO of Brand in Entertainment added, "Brand-in Entertainment is proud to bridge the partnership of Ovation TV and Nespresso, two brands that clearly reach affluent and discerning demographics. The collaboration between Nespresso and Ovation is a completely new business model using brand integration." In response to the announcement, Kris Slava from Ovation TV commented, "We couldn't be more pleased to have Nespresso as a partner in our new series, Hollywood on the Rocks. Ovation's audience is always highly engaged, and this is just the sort of entertaining, informative look at contemporary culture that they respond to."

For More Information, Please Visit:

Brand-In Entertainment
www.brand-inentertainment.com

Nespresso
www.nespresso.com

OvationTV
www.ovationtv.com

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