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Tere Morris

Press Release



Celebrity Auctioneer Tere Morris Will Be Featured At The Entertainment Industry's First 'Brand Integration Auction.'

The Premier Brand Integration Firm, Brand In Entertainment, will host 'Inaugural Integration Auction, Scatter Categories- 2010' At Christies in New York City on January 20, 2010.

New York, New York, November 17, 2009: Rolfe Auerbach, President and CEO of Brand in Entertainment (BiE) announced today that the world's major product brands and their advertising agencies will be invited to New York City along with entertainment media producers for a first ever 'Product Integration Auction.' During the announcement, it was revealed that an innovative new auction format will be utilized and the COO of BiE, Tere Morris, will be the featured auctioneer. Ms. Morris stated that her professional career as a noted auctioneer led her to the idea that she feels is "a remarkable new concept in brand integration opportunity." Morris added that BiE will provide the first ever opportunity for leading producers to offer premier 'product integration time' directly to the appropriate brands and their advertising agencies via a live auction.

According to Ms. Morris, BiE's goal is to offer agencies and brand managers the opportunity to successfully integrate their brand objectives into a project's story line while maintaining the integrity of the content. This opportunity is a win-win according to Morris, "producers get additional funding, and brands get additional exposure." She added that the innovative concept of a product integration auction creates efficiencies and opportunities for producers and advertising agencies by saving them time and ensuring the best return on investment.

The Inaugural Integration Auction, to be held at Christie's 'Woods Room' in New York City, will be a red carpet event on the evening of January 20, 2010. BiE is working diligently to offer the absolute best content available for bidding consideration. BiE's auction preview catalog will be available on-line by end of November 2009, and continuously updated with new content, closing one week prior to the event on January 13, 2010. Tere Morris is a licensed Auctioneer in the City of New York, license number 1333460.

For More Information, Please Visit:
Brand In Entertainment
www.brand-intertainment.com

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