

Wedding Expert Sandy Ferreira to Host "Katrina Weddings: A Second Chance" Airing December 16 on WE: Women's Entertainment

By BusinessWire

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NEW YORK, Nov 17, 2005 (BUSINESS WIRE) -- Branded Media Corporation (Pink Sheets: BMCP) announced today that wedding expert Sandy Ferreira will appear as the host of the upcoming WE: Women's Entertainment television special "Katrina Weddings: A Second Chance" which will premiere on December 16 at 10:00pm ET.

In the special, Sandy's wedding planning expertise is tested as she surprises two couples whose wedding plans, along with their homes and jobs, were destroyed by Hurricane Katrina. Sandy, working behind the scenes with each couple's friends and family, delivers the dream weddings beyond each bride's expectations. No detail is overlooked and friends and family are reunited for the first time since the disaster struck the Gulf Coast.

The one-hour special is filled with emotionally charged moments as the thankful couples and their families receive the caring and generosity of the holiday season giving couples the weddings they deserve after they lost almost everything. When one of the wedding celebrations takes to the streets of the famous New Orleans French Quarter with the first joyous traditional "Second Line" parade since the storm, residents and FEMA workers come out to cheer and exclaim "New Orleans is coming back!"

The special's concept was created by Todd Schwartz, Senior VP of Strategic Development at Branded Media in conjunction with executive producers Russell Best and Tammy Leech of Brave St. Productions. Todd Schwartz is also a co-executive producer of the special.

"Sandy has the unique combination of a wonderful, accessible personality, keen business sense and a recognized expertise in the bridal industry. It's very exciting for the team at Branded Media to be working with Sandy and continue to build her brand and popularity in the mass bridal marketplace," said Todd Schwartz. "According to Donald Trump, Sandy is 'destined for success' and we are thrilled to be a part of it."

"According to the Fairchild Bridal Group, people spend approximately \$125 billion on weddings and related products/services each year in the United States and we seek to continue to build Sandy into a prominent face of this huge, but fragmented, industry," said Don Taylor, President of Branded Media.

Prior to hosting the WE television special, Sandy was a viewer favorite and finalist from NBC's "The Apprentice 2." Sandy has over 10 years of experience as a bridal shop owner and wedding planner, and is currently on the bridal show circuit, drawing large audiences of brides-to-be.

Brand management and television production company, Branded Media Corporation has an exclusive partnership with wedding expert and TV personality, Sandy Ferreira. Sandy Ferreira is managed by Jodi Turk-Goldberg of Turk TV Management. Through this exclusive agreement, Branded Media develops wedding-themed television series, books and products, as well as actively seeks commercial endorsements.

About Branded Media

Branded Media Corporation identifies, extends and manages brands by creating distinctive market opportunities. Utilizing multimedia platforms, BMC positions brands and actively seeks creative retail partners to market merchandise directly related to the content it creates for television, print, internet and other media outlets. Branded Media takes a unique comprehensive approach to brand building through creative, strategic brand messaging designed to increase awareness and sales of consumer products and services.

Certain forward-looking statements made on this press release are made pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on current management expectations that involve risks and uncertainties that may result in such expectations not being realized. Potential risks and uncertainties include, but are not limited to the risks described in the company filings with the Securities and Exchange Commission.

SOURCE: Branded Media Corporation
