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Newsworthy Now *Featuring Hawaii's Visionary Business Leaders*

Honolulu, HI – Media Star Hawaii has announced the promotional sales launch of **Newsworthy Now**, a turn-key televised multimedia campaign that will feature Hawaii's visionary business leaders in :30 second and/or :60 second TV commercials. These multimedia spots are designed to highlight leading local business owners and executives who have become Hawaii's market leaders. The marketing campaign ads will begin airing on local stations upon identification of an exclusive sponsor to launch the **Newsworthy Now** program in Hawaii.

The televised advertorial inserts are produced in 15 to 45-seconds increments as mini news segments inside of a donut-style TV commercial. The sponsor of the **Newsworthy Now** marketing and public relations campaign will receive exposure in every commercial produced and aired on TV and online. The promotional spots are intended to air during high-exposure TV lineups on the local affiliates of all major networks (ABC, CBS, FOX and NBC) as well as four major cable news outlets (Headline News, CNN, FOX News and MSNBC) on a rotation basis.

The **Newsworthy Now** team includes veteran media buyer, Kim Bock, who has worked as a media director in Hawaii for over 15 years with a variety of major ad agencies on key accounts. The video team is lead by Bill Maheras and Ian Fernandez, with over 30 years of combined experience as videographers, producers, directors and communications consultants. A sample, sneak-preview commercial featuring local attorney, Andrew Winer (Hawaii state director for the Obama election campaign 2007-2008) was written and produced by the Media Star production team.

"We believe **Newsworthy Now** will drive positive public awareness about the numerous contributions business leaders are making to enhance the quality of life in Hawaii. We feel these TV spots about people with vision, making a difference in our local business community are important and highly relevant," said Monica Roberts, chief marketing officer for Media Star Hawaii.