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IN THE CLUTTER OF AMATEUR WEB CONTENT, “SYMBOLS OF SUCCESS™” SETS A HIGHER STANDARD

BeanoVision Productions Leads Online Video Revolution

MIAMI, FL November 2, 2006—In the flood of user generated home-made videos, one online network stands apart, “Symbols of Success™” (available at www.hotsos.tv). Produced in high definition and professionally packaged, “Symbols of Success™” is the slick and high-energy creation of BeanoVision Productions (BVP). Free of charge, “SOS TV” takes viewers into the decadent and colorful lifestyle of the world’s sexiest playground, South Florida. Each five-minute slice offers viewers an all-access glimpse of the hottest events, nightlife, fashion, real-estate, exotic toys and the lifestyles surrounding them.

“We offer a refreshing alternative to the tired pranks and petty tricks plastered all over the Web. Rather than simply recycle programming, we create original entertainment for the modern global community,” said Bernard Dino Bonomo, CEO/executive producer of BVP. “Over the past four years, we’ve amassed a library highlighting such gems as Shelton Ferrari, Prestige Imports, Trinity Yachts, National Jets, Fashion Week Miami and private parties at the Versace Mansion, as well as the trendiest nightlife destinations in town.”

According to eMarketer, online video is the fastest-growing segment of the \$16.7 billion Internet advertising market and will increase more than 71 percent this year. By creating entertaining content that satisfies a marketing message & reinforces a company’s image, “Symbols of Success™” is the perfect sponsorship vehicle for the world’s best brands.

To further engender audience loyalty, BVP has taken things one step further. Unlike other Web channels, “Symbols of Success™” is seen through a customized interface developed by BVP. One clear advantage is being able to offer the content with closed captions in Spanish and English, a first for Web video. The unique interface also permits BVP to showcase its videos on MySpace™ and even provides viewers of www.hotsos.tv with HTML code to embed their favorite SOS clip onto their personal page.

Another first is BVP’s ability to distribute free of charge extended segments in high definition that viewers can download via Instant Media (www.im.com). “Symbols of Success™” is one of only four channels available in the world available in high definition and represents the future of lifestyle entertainment.

Founded in 2003, BeanoVision Productions Ltd. Co., is full-service media production company located in downtown Miami, Florida. Specializing in HDTV programming, BVP aims to revolutionize the media industry.

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