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PRESS ALERT

NewsRelease

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Fall 2005 Blows in New Life-Style Center

Loveland, Colorado— December, 2005—

The weather may have been less than accommodating in Loveland, Colorado; however, it did not stop thousands of people from taking part in the grand opening of The Promenade Shops at Centerra. Bruen Productions International, Inc. (www.bruenn.com) was on hand to film the excitement and prosperity of the Grand Opening Weekend of the new Centerra life-style center.

John Miller, Video Producer and Engineer, of Bruen Productions International, Inc. filmed footage of the grand opening from Friday, October 28, 2005 to Sunday, October 30, 2005. Miller stated, "Over the four-day Grand Opening event, I got a great feel for the success and positive energy of the life-style center." Tiffany Villa vicencio, Marketing Coordinator for The Promenade Shops at Centerra declared, "The videographer was absolutely fabulous. He was here early, he stayed late to make sure he got the job done. He was great with the people,

Brue n Prod uctions

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Centerra is not the first shopping center to recognize Brue n's talent. They have also worked with shopping centers from Beltway Plaza Mall in the Washington DC area to the Frontier Mall in WY as well as The Foothills Fashion Mall in Fort Collins, CO and The Outlets at Loveland in Loveland, CO. Peggy Ziglin, Sr. General Manager for The Outlets at Loveland utilized Brue n's advertising expertise to create and produce a campaign that included a custom lyric jingle and television commercial for The Outlets at Loveland. Ms Ziglin remarked, "We absolute love what we got. I can tell you that in terms of results, our sales went up 15 percent the first month that it aired, and our traffic was up 8 percent. Dynamic, creative, wonderful people to work with, and anything we needed they had to us immediately. The synergy and the understanding and the communication were excellent. They truly listened to what our needs were, and we couldn't have been happier. I would recommend Brue n Prod uctions to anyone."

Brue n Prod uctions, established in 1983, is a full-service broadcast production company, serving clients in all 50 states and Canada. Complete creative services are included in their unique 'turn-key' pricing for each project. They know what it takes to create successful commercials and campaigns, and they understand that the bottom line is "results" for their clients. Brue n Prod uction's product offerings include radio and television commercials, jingles, podcasting, and infomercial/long-form at video production. Brue n's forte is their 'Real People' testimonial format which has proven to be highly effective for a wide variety of industries in local and regional markets as well as a national arena.

Brue n Prod uctions can be contacted by calling 1-866-659-6300 or by visiting www.brue n.com

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