



Bruen Productions International, Inc.
5235 Gulf Stream Court, 2nd Floor
Loveland, CO 80538
1-866-659-6300 / 970-593-6300
Fax 970-593-6304
www.bruen.com

Newspapers It's Time To Put Up or Shut Up!

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Suffering shrinking revenues and dwindling circulation of their print products, leading newspaper executives are seeking methods to innovate, shake loose from conservative short-term vision, and help build long-term success. Next week the International Newspaper Marketing Association (INMA) will address major issues facing the industry in reengineering circulation marketing at their upcoming conference in Scottsdale, AZ. The theme of this 7th annual Circulation Summit is "It's Time To Put Up or Shut Up".

Bruen Productions International, Inc. (www.bruen.com), a recognized leader in the commercial production industry, has been invited to speak at the INMA Circulation Summit about one of the hottest new innovations hitting the Internet. Maria Edwards Terrell, Associate Director for INMA confirmed, "Bruen Productions is highly respected within our industry. We know Bruen is 'on-top' of new technology and we asked them to present our membership with practical applications of online readership and podcasting."

On January 27, 2006 Bruen Productions will provide top newspaper circulation executives with valuable information regarding podcast production, developing a broader subscriber base, and creating additional revenue streams through podcasting. Dave Bruen, president of Bruen Productions said, "This (podcasting) is a huge opportunity for the newspaper industry because audio and video podcasting gives newspapers the ability to become a more complete multimedia outlet for news and information." Bruen will cite successes and 'lessons learned' by some of the earliest pioneers of this new technology. Additionally, Bruen offers insight regarding the importance of content, 'image', quality, and distribution channels to the ultimate success of any podcasting program.

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Bruen Productions International, Inc.

Bruen Productions, established in 1983, is a full-service audio and video 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. Bruen Production's product offerings include radio and television commercials, jingles, podcasting, WEBnerials, and infomercial /long-form at video production. Bruen'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 national arenas.

Bruen Productions can be contacted by calling 1-866-659-6300, or by visiting www.bruen.com

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