



FOR IMMEDIATE RELEASE:

Industry Veterans Launch Game-Changing New Branded Content Marketing and Entertainment Company, BrandStar

FORT LAUDERDALE, FLORIDA – November 23, 2015 – Today, branded entertainment pioneer, Mark Alfieri, and marketing and advertising maverick, Pat Patregnani officially announced the launch of a new multi-screen, branded content marketing and entertainment company, aptly entitled BrandStar. The new powerhouse company, specializing in the female demographic, is designed to skillfully disrupt the traditional agency model and lead the evolution of integrated national programming, marketing and advertising,

For over 20 years, Founder Mark Alfieri, has created trendsetting national branded entertainment programming geared towards women. Mark's desire to leverage this skill and their 100 million household reach into a full-service agency led to a fortuitous relationship with the former CEO of Zimmerman Advertising, Pat Patregnani. Intrigued, the thirty-five year industry veteran tapped his legendary expertise in brand and retail marketing and advertising into creating a new company engineered to strike a resounding chord with brands. So strong was Pat's belief in the new model, he joined BrandStar as its President and CEO. Together, they crafted BrandStar around the core belief that genuine connections, relevant content and engaging experiences must be created to align with the consumer's innate sense of empathetic direction.

BrandStar is a hybrid company with three unique divisions: BrandStar Marketing, BrandStar ListnTV and BrandStar Studios. BrandStar Marketing is a multi-screen marketing & advertising agency that possesses expertise in all forms of traditional, digital, mobile and social marketing. Their signature approach—the Tri-Lens Model™—consists of a 360-degree marketing strategy, which includes actionable insight into the brand, retailer, and consumer. This insight combined with redefining the boundaries and exploring the fringes results in brilliant creative and strategy that engages. This model is further supported by multicultural marketing, content strategy, social-digital, mobile and traditional marketing strategies—five integral pillars that round out their total approach to building results-driven solutions.

BrandStar ListnTV owns and produces their own original, branded entertainment content channel, ListnTV, which consists of a popular lineup of award-winning morning shows aired daily from 7-8:00 AM on the Lifetime Channel. These shows, which have add in syndication in over 150 stations across the U.S. include: The Balancing Act, Designing Spaces, Military Makeover, Mission Makeover, Access Health, Offices Spaces, Live Life Forward, and Spanish language show Marcando Pasos.

BrandStar Studios is home to a state-of-the-art HD production facility with two sound stages and full support services for any type of production.

Underscored by a hand-picked, world-class team of specialists, BrandStar's complete portfolio of capabilities reflect its mission to be the most valued, branded content marketing provider to enterprises across the globe. Their goal: to produce valuable consumer engagement opportunities by weaving brands through the fabric of people's lives.

"With Pat's vast experience and a team of visionary leaders, it is my ultimate belief that BrandStar will leap beyond the competition to help fill the significant need that many brands and marketers have to evolve their marketing and advertising platforms to ensure sustainable growth," stated Mark Alfieri, Founder, Chairman, and Executive Producer of BrandStar.

"Our unique approach with BrandStar is focused on creating an evolutionary and modern outlook for the future of consumer engagement through branded content and entertainment, enabling us to rank as one of the industry's most in-demand integrated marketing teams," said Pat Patregnani, President and CEO of BrandStar.

BrandStar has already shown its clients, including some of the top brands in the world, immeasurable success in deepening the connection between their brand and consumers with its superior ability to educate, empower, and engage the most powerful audience—women—on their brand decisions in a very complex and competitive environment. Evident by its branded programming on Lifetime and national syndication and current reach of over 100 million households, the essence of BrandStar, stoked by the ingenuity of Mark and Pat combined with their exceptionally talented team, is becoming increasingly influential as the two industry icons continue to build the bridge between people, brands, and life.

For more information about BrandStar please contact:

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