
FanRocket Partners With HSN To Launch Successful Brand Marketing Series

For Immediate Release

LOS ANGELES/EWORLDWIRE/Jan. 14, 2009 --- HSN and FanRocket have launched Faces of Beautiful You, an exciting and innovative online series. The series chronicles the adventures of three best friends, Hallie, Smith, and Nicki, as they explore love, beauty, and careers. New weekly episodes and extra features will air exclusively on '<http://www.FacesofBeautifulYou.com>'.

A cross between Beauty TV and Friends, the series combines beauty tips and product reviews with Gen-Y angst and comedy. Targeting beauty enthusiasts and fans of online shopping, Faces of Beautiful You also appeals to consumers of quality Web entertainment.

To keep fans connected, HSN also launched an interactive widget that can be placed on Facebook, MySpace, and over 50 other social networks. The widget allows users to customize their own virtual beauty bag with a multitude of interactive features. Fans can watch episodes on the widget itself, read and write reviews on featured products, receive fan-only offers and discounts, and get the latest makeup and beauty tips. The virtual mobile phone feature even allows fans to get up-to-date information on the cast and upcoming episodes. The Faces of Beautiful You episodes and widget are available at '<http://www.FacesofBeautifulYou.com>'.

Los Angeles-based production company FanRocket is behind this cutting-edge concept. CEO Danny Kastner boasts, "The series embodies what I've coined as 'brand fiction': video programming that features brand integration as a vital component of the story. HSN's products play an important role in the outcome of the story's plotline. It'll change the way brands interact with their audiences."

To catch the series, log on to '<http://www.FacesofBeautifulYou.com>'. For more information on FanRocket, visit '<http://www.FanRocket.com>'.

Fans can comment on the series and connect with the characters on these social sites:

Facebook:

Hallie: <http://www.facebook.com/profile.php?id=1003351069>

Smith: <http://www.facebook.com/profile.php?id=1038691312>

Nicki: <http://www.facebook.com/profile.php?id=1587797383>

MySpace:

Hallie: <http://www.myspace.com/halliestars>

Smith: <http://www.myspace.com/smithloves2shop>

Nicki: <http://www.myspace.com/fearlessnicki>

Twitter:

Hallie: <http://www.twitter.com/halliemyers>

Smith: <http://www.twitter.com/smithchea>

Nicki: <http://www.twitter.com/nickiwilliams>

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