

In Focus Productions of NY, Inc.

Multimedia Branded Content Creators

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FOR IMMEDIATE RELEASE

OPTIMUM WHITE signs \$1.5 Million Brand Campaign Contract

Optimum White is an up-and-coming vanity product, the next big thing in teeth whitening.

In Focus is a cutting-edge production company with smart ideas, always thinking out-of-the box.

The merger was a natural fit.

After an exhaustive search, Optimum White (optimumwhite.com) has chosen In Focus (ifpfilms.com) to design, implement and manage their \$1.5 million multimedia branding campaign contract.

Optimum White is the premier teeth whitening system available on the market with a convenient, at-home kit. Complete satisfaction is guaranteed.

So forget about those annoying strips, those streaky paint-on applications and especially the dentist's chair.

"What a pleasure to be finally able to smile again without being self-conscious," says Tim Tyree, a pastor from Haverstraw, N.Y. "My kids have stopped teasing me about my yellow teeth. I recommend to anyone who wants to feel like they've had a makeover to try Optimum White."

"My wife started using Optimum White and I was so impressed with her results that I tried it too," added Frank Mami, a musician from Walden, N.Y. "Your system is easy and affordable enough to buy for the whole family."

Now comes the national search for an Optimum White spokesperson and 12 web makeover candidates. A professional makeup line will be introduced in the fall with a men's line to follow in 2006. In Focus will work closely with Optimum White through it all, introducing the product nationwide.

"I didn't think I could find the combination of honesty, straight forwardness and resolve in any other company other than Optimum White. IFP has all that and more," says Judy Myers, management consultant in charge of the executive search for Optimum White.

"They are not only innovative, out-of-the-box thinkers but bring a unique strategic management expertise to the table."

IFP's creative director Robert Manasier says "The only way to conduct a true brand campaign is under one house with a fanatical approach to the brand and message. Our system utilizes our entertainment and business experiences to create a quality campaign that will resonate the company ideals with their products. Optimum White is completely dedicated to their clients and that service philosophy sets them apart."

Look for news of our National Talent Search coming to your area.

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