



For Immediate Release

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ShowStoppers® partners with Inside Media Networks to provide exhibitors with viral online content opportunities at Macworld press-only event
Industry First Custom Content Created On-site Included in Exhibitor Package

AUSTIN, TX. and Carson City, NV - 09 Dec. 2008 – ShowStoppers®, the recognized leader in media showcase events that organize company launches, product introductions, sneak previews and hands-on product demos for reporters, editors, columnists, bloggers and analysts, today announced it is partnering with Inside Media Networks (IMN) to produce custom audio or video segments for each exhibiting company that introduces or sneak previews new products during [ShowStoppers @ Macworld](#), the press-only event set for Jan. 5, 2009 in San Francisco, CA.

Scott Sheppard, Chief Executive Officer, Inside Media Networks, and popular technology talk show host, of [“Inside Mac Radio & TV”](#), [“Inside Digital Photo Radio & TV”](#), [“Inside Digital Design”](#) and other programs, will work with each exhibitor to create a custom interview, advertorial, or quick tip in an audio or video format. Inside Media Networks will then provide each company after the event; a professionally produced content segment formatted for online distribution to support their Macworld '09 product introductions. Exhibitors will be able to create content which is easily integrated on their website, email announcements, newsletters, or viral / social media programs.

“We’re pleased to present this unprecedented opportunity for our exhibitor partners”, said Steve Leon, Partner, ShowStoppers, “our events have always focused on providing participants with a platform to gain exposure for their products and services. Our partnership with Inside Media Networks adds great value for our clients who have expressed interested in having access to new media content, by bundling the service as part of the exhibition costs everyone has a chance to experience this first hand.”

Scott Sheppard, Inside Media Networks states, “our clients are becoming more interested in creating their own audio and video content for their target audiences and we see many of them expanding their content online and in their marketing efforts. Working with Showstoppers to kick off 2009 at Macworld will certainly gain great exposure for the exhibitors long after the event has passed.”

All Showstoppers participants will receive a custom 7-10 minute audio interview, licensed for their own distribution as part of their exhibitor package. Exhibitors may also opt to record video packages on-site. In addition, Scott Sheppard and Inside Mac Radio will join “Into Tomorrow,” BNET.TV and other network programs that cover business, consumer, lifestyle and digital products for work, home and play that introduce and sneak preview at ShowStoppers press events in the United States and Europe.

Hear Sheppard’s Inside Mac Radio interview with Dave Leon, Partner ShowStoppers for additional details: <http://media.libsyn.com/media/insidemacradio/imr081205.mp3>

The next ShowStoppers events are:

ShowStoppers @ Macworld, 5 Jan. 2009, in San Francisco;

ShowStoppers @ CES, 8 Jan. 2009, in Las Vegas;

ShowStoppers @ Mobile World Congress, 15 Feb. 2009, in Barcelona, Spain

ShowStoppers @ CTIA Wireless, 1 Apr. 2009, in Las Vegas.

More than 500 journalists and analysts are already pre-registered to attend ShowStoppers @ CES. To exhibit at ShowStoppers events, contact Dave Leon, director of sales, dave@showstoppers.com, 845-638-3527. Working press are invited to attend ShowStoppers events. For information and requirements, contact Steve Leon sl@showstoppers.com, 512-288-0950.

About ShowStoppers

Now in its 16th year, ShowStoppers is the global leader in producing press-only events that feature hot products from cool companies – including industry leaders, innovators, startups and upstart companies that exhibit during the year at ShowStoppers events to help generate news coverage and product reviews, make new connections, promote brand, and open new markets. ShowStoppers also produces in Berlin, Germany, the official press event of IFA, one of the largest consumer-electronics trade fairs in the world. For more information visit: <http://www.showstoppers.com/>

About Inside Media Networks (IMN)

IMN creates targeted talk programming for technology, digital imaging, creative, B2B, and consumer markets. Their talented team of broadcast and communication professionals has successfully built desirable niche audiences by leveraging Web 2.0 online content distribution tools, podcasts, blogs and social networks. IMN also provides consulting services to clients wishing to transition from traditional to new media, establish or expand their own brand efforts. For more information on their services, programs and partners visit: <http://www.insidemedianetworks.com>.