

# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

## **ROBIN LEACH AND WORLD'S MOST BEAUTIFUL WOMEN AT MGM**

**Las Vegas, Nevada – Monday, December 5, 2011** – After recently creating the social media content for Affliction Clothing, Mr. Jody Sigmund was approached by pageant director Amy Raley to film event content for Tropic Beauty World Finals. Sigmund has negotiated to have Planet X TV air the upcoming finals on their affiliate networks reaching over 90 million homes across the US.

Tropic Beauty will host the world finals at The MGM Grand in Las Vegas January 14th, 2012. 125 professional and beautiful contestants will be flown in for this event. The entire event takes place over a 3 day period (January 12th through the 14th) and will include private dinners, a welcome party, an after party, calendar signings, a high stakes blackjack tournament and of course, the finals.

The MGM has over 5,000 rooms and 20,000+ visitors daily. Ad Force One specializes in Interactive Entertainment Marketing, a term Sigmund coined years ago. *"This event creates incredible branding opportunities"* says Sigmund. Advertisers will be able to tie their product to the consumers through all social media platforms.

The semi-finals included Robin Leach, Jose Conseco and others. A list of celebrities, taste makers, high rollers and thousands of spectators, judges, VIPs and more are expected. You can join as a player and become a judge or just be a VIP at the event.

**SEMI FINALS VIDEO:** (product placement is on all contestants)

<http://www.youtube.com/watch?v=OelkijP1Tjc>

<http://www.youtube.com/watch?v=Yq05ldTT98M>

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<http://www.adforceone.com/TROPIC BEAUTY SPONSOR DECK 2011-12 web.pdf>

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