



LIFESTYLE MEDIA COMPANY *be* LAUNCHES WWW.BENETWORK.TV

Professional Well-Being Guru Andrea Adler Added to Growing Talent Roster

LOS ANGELES, March 2, 2010 – *be*, an emerging lifestyle media company, today announced the launch of www.benetwork.tv, the online presence for *be* Network, the first HD television entertainment network dedicated to wellness. The website serves as an introduction to the network's talent and the initial distribution platform for ***A Moment of Wellness***, the company's first original programming series.

"We couldn't be more excited about the launch of our website, and the addition of Andrea Adler to our leading group of talent," says President and CEO Mark Goldman, "Andrea's unique and innovative approach to career and entrepreneurial endeavors will help to bring growth and well-being to so many people who seek answers in this vital aspect of their lives."

Adler, a public speaker, marketing guru and founder of HolisticPR, is collaborating with *be* Network on a show that will help people connect with their professional desires and achieve economic well-being. Her first ***A Moment of Wellness*** segment featured on the website, "Creating Balance through Your Biography," explains how taking a holistic approach to writing a bio can bring a sense of balance and equanimity to one's life.

The 90-second ***A Moment of Wellness*** segments, starring the network's growing roster of wellness experts, offer a variety of simple, relatable tips for integrating positive lifestyle changes into everyday life. Presently, the website features four segments with plans to roll out two additional videos per week.

Other live segments include cardiologist and *New York Times* bestselling author Dr. Alejandro Junger's "Serotonin and a Healthy Gut," the first of his insights regarding open minded medicine, addressing how to keep serotonin levels strong and bodies in balance; popular yoga instructor and breakout author Maya Fiennes' "Simple Yoga for Back Pain" demonstrating simple poses to alleviate every day back pain; and bestselling author Dr. Timothy Brantley's first nutritional healing segment "Salt is not Just Salt" revealing important issues with refined table salt.

Upcoming releases of **A Moment of Wellness** will feature more from the network's experts including world renowned founder of Anusara yoga John Friend demonstrating simple poses that can relieve insomnia, stress and other common ailments; and Sophie Keller, life coach and TV personality, providing advice on finding the ideal mate, coping with financial stress and other relationship issues.

In addition to providing consumer access to the videos on www.benetwork.tv, the company is actively seeking distribution for the **A Moment of Wellness** segments on local television stations. Local market stations or station groups that subscribe to the series receive 8-12 high-quality HD segments per month that can also be featured on station-branded websites. By capitalizing on existing audiences and catering to the wellness industry's core demo of women ages 30-65, **be** Network aims to drive traffic across broadcast distribution platforms, and in turn, create attractive advertising opportunities for those in the wellness space.

About be Network

be is a wellness entertainment network featuring many of the brightest stars in the field and offering an innovative revenue-sharing model for distributors. The plan provides for **be's** broadcast, cable and Internet partners to share in the large and growing commerce opportunities around wellness, representing a first for an entertainment network.

###

Press Contacts:

Don Ciaramella
The Lippin Group / NY
212-986-7080
don@lippinggroup.com

Casandra Salyer /Lakeitcha Thomas
The Lippin Group / LA
323-965-1990
csalyer@lippinggroup.com
lthomas@lippinggroup.com