



Draft # 1

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**iPOP! AND THE BAUER PUBLICATIONS TEEN GROUP JOIN TOGETHER IN A  
MARKETING PARTNERSHIP FOR HOLLYWOOD EVENT**

*Teen Magazine J-14 to Feature Photos of iPOP! Winners*

(Los Angeles, December 21, 2007) – iPOP! (International Presentation of Performers) is pleased to announce a unique marketing partnership between iPOP! Los Angeles taking place January 4-7, 2008 and powerhouse publishing company, Bauer Teen Group. The four day iPOP! Convention will be hosted this year at the Hyatt Regency Century Plaza Hotel. With over 1200 children and teenagers confirmed to attend and an additional 800 parenting chaperones in tow, iPOP! is easily recognized as one of the top tier talent conventions on the talent circuit and a must-go-to event for any talented child or teenager who can act, sing, model or dance.

Making this particular iPOP! Convention more special will be the participation of The Bauer Teen Group, home to the popular magazines J14, TWIST, M, ASTRO GIRL and QUIZ FEST). Keeping the energy level high and atmosphere fun, The Bauer Teen Group will be hosting activities such as a J-14 blown up magazine cover with cut-outs for teens' faces in which iPOP! participants can have their pictures taken. In addition, there will be a contest for children and teens to win a chance to be photographed and appear in an upcoming J-14 issue. J-14 Magazine and The Bauer Teen Group will also be announcing the top iPOP! singer, dancer, actor and model at the iPOP! Gala Presentation on Monday, January 7. As seen in a full page advertisement in J-14's September 2007 issue, the top iPOP! singer will win a recording demo contract with Big Management's music producer, Mike Rizzo. The iPOP! top model will win a \$100,000 contract with "iModel" modeling agency, the top iPOP! actor will win a management contract with Brown Leader Management and the top iPOP! dancer will win a choreography workshop with dance sensation, Jeff Costa. The Bauer Teen Group will also have a booth at iPOP! which will have an on-site DJ/Emcee to play music and will also be giving away promotional items as well.

Billed as a unique training program, iPOP! provides participants hours of one-on-one training with top professionals in all mediums of entertainment. iPOP!'s goal is to prepare aspiring performers to meet perspective agents, managers and casting directors. Last year's attendees successfully landed lucrative modeling assignments and performance bookings across the country. Participants also gained representation by the biggest agencies Hollywood and New York has to offer.

The Bauer Teen Group is the only set of celebrity, entertainment magazines designed for the young teen market. The publishing company combines the best in celebrity, music, fashion, beauty and relationship edits to deliver the largest audience of young teen female readers in the country. John Robert Powers is one of many acting and modeling schools that fully supports iPOP! and its vision. The school franchise will be sending many aspiring young talent to attend the convention in Los Angeles. For more information about iPOP! please refer to the official iPOP! website at [www.ipopconvention.com](http://www.ipopconvention.com)

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