



For Immediate Release

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**NEW YORK MODEL AND FASHION ENTREPRENEUR PAULA PATRICE TO
JOIN IPOP!**

(April 11, 2005, Los Angeles) - Georges Mouchantaf, the founder and president of iPOP! (International Presentation of Performers) is pleased to announce that New York-based model Paula Patrice has been named as director of fashion and talent events for the iPOP! Presentation which will take place in New York from July 16th - 20th.

Georges Mouchantaf is very excited to work with such an established professional in the modeling world. "Because of her tremendous amount of energy and great professional and business contacts, Paula will bring fresh ideas of what is taking place in the industry today; we're excited to have her working on iPOP!," said Mouchantaf.

Paula Patrice is a working model who has been on both sides of the industry, featured in well known national television commercials and numerous print campaigns. Ms. Patrice found herself thrust into the modeling world at the age of twenty-two after a trip to Europe in search of new experiences. Upon meeting a group of Swedish girls on the way to Paris to become models, Patrice tagged along and quickly found herself signed at the largest agency in Paris, Marilyn Gauthier. She remained for three years, learning both French and the language of fashion, before returning to New York to build a solid career in modeling.

Now as a full time working model and fashion entrepreneur, Paula Patrice runs her own company from New York and her home state of Connecticut. Paula's print portfolio includes "Vogue," "La Perla" "Cosmopolitan," "Macy's," and the upcoming Eileen Fisher campaign, working with photographers Patrick Demarchelier, Albert Watson, Arthur Elgort and Timothy Greenfield-Sanders. She has worked with Gianfranco Ferre, Donna Karen and Ralph Lauren on the runways and can be seen in national television ads for "Max Factor," "Sears," "Target," and most recently as the face for Clinique's "Happy" fragrance. Paula is currently working on a step-by-step guide book for aspiring models pursuing careers in New York. Ms. Patrice is represented by Paradigm Talent and Wilhelmina Models, as well as seven other agencies around the world.

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