



Localization & Distribution

Exotic Destinations

A Travel TV Show Aimed at Young to Middle Age Professional Adults
between the Ages of 18 to 45 years old

Show Concept:

Exotic Destinations is a TV show that will be distributed World Wide and aimed at young adults between the ages of 18 to 45 years of age.

The main idea is to show your target audience all the fun and exciting things to do once they arrive at their Vacation Destination.

The Show will be hosted by the Very Sexiest Young Ladies that will all be Models that are the equal to the most well known supermodels that appear in Sports Illustrated, Vogue, Cosmopolitan and Victoria Secrets. The idea is to show the target audience “WHERE THE ACTION IS” in all major tourist locations around the world.

This of course will bring young people, who are the largest money spenders of all travelers and will devote their entire vacations on “HAVING A GOOD TIME” and will show the target audience “ALL THE HOT SPOTS” that young people will go to to “PARTY AND MEET GOOD LOOKING YOUNG PEOPLE”.

This will also set the stage for us to keep travelers coming back to the location again and again with follow up TV shows that will also show them “THE

ROMANTIC SIDE” of each tourism destination or the “EXOTIC DESTINATIONS of each city to visit the friends and lovers they have made in your city.

The Filming of “Exotic Destinations”

This will be done using Female and male Hostesses and hosts that are considered to be Beautiful and Sexy girls and boys, the type of people that the new generation will be attracted to or will be considered super sexy, hip and attractive, mostly with Females as historically men are the largest spenders when it comes to traveling.

The Hostesses and Hosts of “Exotic Destinations will be Locals in the city we will be filming and will know the cities inside and out and will know where each of the spots are that are the wildest and most fun.....this will include, hotels, bars, restaurants, clubs, beaches, Destination Resorts, Action Sports and Party locations.....anything that is of interest to the younger crowd as a fun thing to do including hanging out with other young people in a relaxed atmosphere with other locals that also are considered hip and cool.

It will feature the best local live entertainment, the best local hotspots where the locals go to pass the day and nights such as the cool beaches and places that mom and dad are not going to go to and get wild timed together with local festivals such as Carnival and other local festivities.

Global Distribution and Localization:

The filming of each episode will be done in several different languages: Spanish, English, Chinese, French, Hindi, German as the major languages..... so for instance we will shoot each episode in all of the languages, in Panama we will have a hostess that speaks Spanish and another that Speaks English and another that Speaks Chinese and another that speaks French and so on.

This allows us to localize the distribution in each country, in Latin America (Central and South) and well as Spain we will distribute the Spanish Version in.

In China we will distribute the Chinese version, In North America and the UK the English version, in France the French version, so each episode will actually be filmed in different languages and distributed in each country in their native

language giving us the largest possible distribution of each show, all with hostesses that speak the language and are very sexy so as to appeal to the younger audience and of course will also feature the guys as well that will immediately tune in just because of the Sexy Girls and Guys.....much like the TV show Bay Watch did by using Pamela Anderson and Yasmine Bleeth and was watched by 2 billion people around the world.....same with the male hosts in the show that will be appealing to the women around the world.

Primary Locations to Begin Filming:

We will start filming in Panama then in Costa Rica then in Columbia and we will move outwards from there until we have covered all the major tourism locations around the world and we will use locals in each country in the filming of each episode which of course will be endearing for each countries tourism offices we film in.

Currently we have over 25 Countries that we will be filming multiple locations from various cities such as Paris, Milan, New York, Los Angeles, San Francisco, Miami, Dubai, London, Frankfurt, Monaco, Sydney, Melbourne, Sao Paulo, Buenos Aires, Puerto Vallarta, Mexico City, Vancouver, Toronto, Montreal, Peru, Dominican Republic, Nassau, Belize, Guatemala, Japan, Korea, China, Indonesia, India, Malaysia, Argentina, Paraguay just to name some of the locations we will film episodes from.

Conclusion:

With this concept we will have the absolute largest audience and will bring young people to each country we film episodes in which means the young people will return if they do have a good time again and again which of course is the goal of Exotic Destinations and all Tourism Locations around the World.

Very simple, very effective and great value for your advertising dollars. We now cordially invite the businesses; restaurants, clubs, hotels, casinos, resorts, airlines, rental car companies, destinations and all “Exotic Locations” to participate in this exciting new TV series to be filmed globally and distributed by Iastra Broadcasting who is the primary sponsor, distributor and owner of this great series that will be distributed for many years to come all over the world featuring your location.

People will watch the show just for the WOW factor of the sexy girls and guys in the show and the Exotic Places we feature, no business is too big or too small to be included in an Exotic Destinations Episode.

Thank You and we look forward to working with you!

Best Regards

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