

HIGHLIGHTS FROM 2006

BLUESTAR BRINGS BIOETHICS TO HARVARD ALUMS



New York, NY – The provocative and controversial issue of BioEthics was the topic of a 90-minute live video program BlueStar produced for the Harvard Alumni Association.

The program moderated by renowned Harvard Law Professor Arthur Miller, featured a panel of eight distinguished Harvard scientists conversing about this thought provoking topic. In it, the panelists discussed a series of hypothetical scenarios around genetic research.



Originating from the Harvard Club in midtown Manhattan, the program was streamed live over the internet to audiences in Dallas and Cambridge. At the conclusion of the debate, viewers in the remote locations, as well as the audience members in New York, had the opportunity to become part of the program, interacting with the panelists live via internet streaming.



BlueStar consulted with Professor Miller's team and the Harvard Alumni Association on creative concepts and the hypothetical scenarios, staged the show at the host location in Manhattan, and provided video production and internet streaming services in New York, Dallas and Cambridge. The live show was directed and produced by BlueStar's Rob Stegman.

NATIONWIDE CONTEST FOR NESTLÉ ICE CREAM PROMOTED BY BLUESTAR



St. Louis, MO and Bakersfield, CA – California-based frozen treat giant Nestlé Ice Cream (aka Edy's/Dreyer's Ice Cream) sought out BlueStar Media to promote their nationwide frozen pop contest "Be A Pop Flavorologist." The contest invited children all across America to create the newest cool flavors for frozen pops.

To promote the contest kick-off, BlueStar created and executed a fun-filled "Cool Science of Frozen Pops" event at the St. Louis Science Center. Visitors to the museum and kids from local schools got a chance to learn about food science and experiment with flavors. BlueStar produced and distributed a Video News Release of the event.



For the contest conclusion, BlueStar traveled to Nestlé's top-secret Ice Cream factory in Southern California to cover the contest winners as they toured the factory, taste-tested the pops they created, and had other "Willy Wonka"-like adventures. Coverage of the finale was also edited by BlueStar and distributed to television stations nationwide.

In the end, BlueStar helped attract 8000 entries for the contest (doubling the previous year's entrants), with a total viewership exceeding 8 million for the two releases.

BRAIN MONITORING WITH BLUESTAR



Newton, MA – When medical device company **Aspect Medical Systems** was awarded the prestigious Shingo Award for Manufacturing Excellence, they called on BlueStar to tell their story. BlueStar's video showcased the outstanding Aspect employees for their contribution to the company's operation excellence, as well as exploring the manufacturing processes they employ.

WHAT WE ARE DOING NEXT

100 YEARS OF ENVIRONMENTAL ENGINEERING

BlueStar has begun pre-production on a video highlighting the engineering firm Metcalf & Eddy. As pioneers in the area of Environmental and Water Engineering projects, Metcalf & Eddy have been instrumental in developing processes for cities around the globe allowing them to maintain clean drinking water, process sewage and clean up hazardous materials. BlueStar will use original high-definition video to paint the story of man's interrelationship with the environment.

For more information:

Visit www.bluestarmedia.com to view samples.

Contact: Jackie Herd

jackie@bluestarmedia.com

508-239-2387 or 781-444-7591