



Smint continues partnership with DanceStar USA 2004

Leading power mint joins American Dance Music Awards on the Beach

MIAMI, Florida – December 4th 2003: DanceStar USA - The American Dance Music Awards has retained Smint as a sponsor for the third annual American Dance Music Awards show set to take place for a second year live on the sands of Miami Beach on March 9th 2004.

Smint, one of the leading power mints on the market and owned by Spanish giants Chupa Chups, will be sponsoring the award for *Best Club Venue* for a second year as part of the world's largest electronic and dance music event.

Both brands are strategically reaching out to the affluent clubbing market whereby DanceStar USA will provide an ideal platform for the delivery of Smint's 'Healthy Freshness' message through an association with dance music's most prestigious occasion.

Kevin Foltz, Brand Manager for Smint comments:

"DanceStar USA targets a demographic that complements the Smint brand. Affluent dance music enthusiasts are a key target audience. Smint's sponsorship of the award for Best Club Venue reaches out to the avid clubber and appeals to our target market in a memorable way."

Andy Ruffell, CEO of DanceStar USA Inc said:

"We are very excited to have Smint on board with DanceStar USA for a second year. The show provides a major platform for brands like Smint to deliver an effective message to a hard-to-reach demographic. DanceStar's success demonstrates we are one of the few brands reaching this audience effectively and we have capitalized on this by designing territory specific packages for Asian, European and Indian broadcasts of the show."

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DanceStar USA will be incorporating Smint's award category sponsorship into its promotion of the newly developed 33 award categories that will increasingly target more mainstream music, entertainment and lifestyle media. DanceStar USA will be generating a buzz among popular music editors by way of select one-on-one briefings and round-table lunch discussions that will generate extensive coverage on the unique open-air music awards ceremony.

This year's DanceStar USA saw leading UK act Dirty Vegas scoop multiple awards, and a live 'world's first' TV debut by Paul Oakenfold performing his massive hit 'Ready Steady Go' featuring Shifty from Crazy Town. Hip Hop superstar P.Diddy stole the show with a world premier performance of his first ever dance track 'Lets Get Ill' featuring Kelis, which has subsequently been reported as the most significant dance track in years.

Since the show in March, over 800 million people have viewed DanceStar USA 2003 in more than 54 countries around the world, with broadcasts on select European terrestrial channels as well as MTV Europe and Star TV Asia.

The US broadcast in association with Music Choice, aired in September as a one-hour television special on over 160 cable systems in 75 markets reaching over 30 million households across the country courtesy of leading US cable operators including Comcast, AOL/Time Warner, and Charter,

Ongoing DanceStar USA 2004 announcements will be made via DanceStar's 'Global Report' online news bulletin and at www.dancestar.com

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