



CONTACT: PUBLICITYBOX
Tel: 212.873.3324
Fax: 212.504.3215

***MODA Entertainment Announces Launch of
Classic Hollywood Magazine: ICONS***

NEW YORK, NY – June 15, 2006 --“ICONS”, a magazine based on the larger than life personalities from the golden era of Hollywood, is slated to launch early next year. Celebrating the glamour, passion, and style of days gone by, ICONS will provide an in depth view of the stories behind the stories - editorial commentary from the world’s foremost entertainment writers. ICONS reveals what no other magazine can – what it was like to be behind the scenes during the shooting of the great classics, featuring hits such as Gary Cooper in High Noon to Humphrey Bogart in Casablanca. ICONS conducts interviews with family, friends and co-workers of the great legends, getting the inside scoop about their lives off screen, capturing little known details and glimpses of their private lives.

ICONS also shows how the lifestyles of classic Hollywood have evolved, yet still influence the film industry and the lives of the current stars who grace the red carpet. Follow ICONS as it chronicles fashion, style and cinematography from the golden era to the Academy Award winners of today and tomorrow.

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PUBLICITYBOX – A MODA ENTERTAINMENT, INC. COMPANY
590 Madison Avenue 21st Floor New York, New York 10022
TEL: 212.873.3324 FAX: 212.504.3215 EMAIL: info@modaentertainment.com
www.modaentertainment.com

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Regular features each month include:

- FEATURE ARTICLE: ICON OF THE MONTH
- FROM THE ARCHIVES: *Personal papers and memorabilia from the ICONS archives*
- ICONS STYLE: *Fashion from then and now*
- BOOK CORNER
- NEWLY RELEASED – DVD/CD
- EVENTS
- HOLLYWOOD CONFIDENTIAL
- MOVIE PICKS AND REVIEWS
- AND MORE!

As a special incentive for readers to sign up for a yearly subscription, ICONS is releasing a premiere edition in December – featuring cover ICON HUMPHREY BOGART - available by subscription only. Subscribers will be able to order the magazine online at Classic Icons beginning June 28th, 2006.

ICONS, LLC is a MODA Entertainment, Inc. Company. Founded in 1997, MODA Entertainment, Inc., headquartered in New York City, is a full service multi-media entertainment company involved in development, production, packaging, marketing, distributing, licensing in all on and offline media. MODA Entertainment's subsidiaries include MODA Productions, MODA Publishing, LICENSEBOX, and PUBLICITYBOX.

For more information on ICONS, please contact: PUBLICITYBOX-
Telephone: 212.873.3324; Fax: 212.504.3215; Email: icons@modaentertainment.com
Websites: www.iconsclassic.com or www.modaentertainment.com

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