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THE 2007 GENIE AWARDS AND TASTEMAKERS CELEBRATE CANADIAN TALENT WITH 2ND ANNUAL INTERACTIVE GIFT LOUNGE AND GIFT BAGS

-Lounge raises ecological awareness and continued support of Canadian brands-

TORONTO - The Academy of Canadian Cinema & Television is pleased to present the second annual Tastemakers Celebrity Gift Lounge in celebration of the 2007 Genie Awards. Presenters, hosts, special guests and select media will be invited to **Rehearse, Relax and Rejuvenate** in the interactive lounge during show rehearsals at The Carlu (444 Yonge Street, 7th Floor).

In an effort to help raise ecological awareness and lend continued support of Canadian brands, Tastemakers has selected a number of eco-friendly brands and products including Cargo Cosmetics, Kicking Horse Coffee, simply., WWF-Canada and more. Canadian brands include: Calia Hair Care, Canadian Scooter Corporation, Cargo Cosmetics, Conair, Dermaglow, Grail Springs Health & Wellness Centre, Hagensborg Chocolate, Kicking Horse Coffee, Lush, simply., THINGS... Humour in a Box™, WWF-Canada and XTOL Skin Therapy.

Nearly \$1,500 worth of items will be featured in the luxurious gift bag whose offering includes a spa getaway at Grail Springs in Bancroft, Ontario – the transformation destination for busy celebrities and executives who value high-level wellness – plus delicious Hagensborg Truffle Pig® bars, a Conair wet/dry hair straightener, Valentino's new Rock 'n Rose fragrance, Lush Razorantium for Men, an adorable (and important) fitted 'Hotter Than I Should Be' t-shirt in support of WWF-Canada's www.saveOurClimate.ca campaign to help fight global warming and more, all packed in an Obus Forme ergonomic backpack.

Guests can indulge themselves at the lounge's many interactive stations: detox at the Grail Springs beverage bar, enjoy mini-facials and hand massages by Dermaglow, revive with a cup of "Kick Ass" from Kicking Horse Coffee, freshen up at the Evian Water bar, check out Vespa's alternative to downtown travel, get a quick up do' with expert help from Toronto's Calia Hair Design or receive a make-over for those pearly whites with Colgate's new Visible White™ Toothpaste.

The lounge at the Carlu will be open Monday, February 12th from noon – 3pm and Tuesday, February 13th from 11am – 3pm by invitation only. Cameras are welcome.

"We are so happy to be working with the Academy again celebrating Canadian talent and this year's Awards. It is more important to us than ever to celebrate the homegrown talent we have in this country and let them know they are second to none." Says Debra Goldblatt, founder of Rock-it Promotions and Tastemakers. Movie Entertainment magazine acts as media sponsor of the lounge for the 2nd year in a row.

Products in the Genies Gift Bag include:

Calia Hair Design - Calia Hair Design, in business for over 7 years with a central, flagship hair salon based in Toronto (3338 Yonge Street) has set themselves apart with a variety of quality hair care services and offering friendly, knowledgeable customer service. They are hair care experts offering innovative hair cutting techniques, hair styling and quality colour treatments, and an exclusive carrier of the Revlon Professional Hair Care Line. www.caliahair.com

Canadian Scooter Corporation – The Toronto-based Canadian Scooter Corp. is the exclusive importer and distributor of new Vespa and Piaggio motor scooters in Canada. For more information and dealer inquiries, visit www.vespacanada.com

Cargo Cosmetics –CARGO has grown to become one of the best-selling and most innovative independent brands in the beauty industry today. Known for its revolutionary formulas, professional quality and innovative packaging, CARGO is a staple on many Hollywood sets. CARGO believes that make-up is part of your life: a form of self expression, a mood lifter, your cargo! Be-you-tiful. www.cargocosmetics.com

Colgate - Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive and Softsoap as well as Hill's Science Diet and Hill's Prescription Diet pet foods. www.colgate.com

Conair - Conair, a Canadian company, is the market leader of personal care appliances. Conair carries a full range of products including hair dryers, styling devices, wellness items, personal scales, beauty care and Interplak oral care which are available at all major retailers across the nation. www.conaircanada.ca

Dermaglow - Dermaglow is the highly coveted Canadian brand that revolutionized the science of skin care with the introduction of Dermaglow Nuvectin, a range of peptide-based anti-aging products. A fave of beauty editors and celebrities such as Kate Winslet, Dermaglow is now a global brand with their wide range of anti-aging products available in the UK, Europe and the Middle East. www.dermaglow.ca

EMI Music Canada - EMI Music Canada are proud to have some of the biggest and best artists on their roster, including: International superstar and Grammy darling Norah Jones who's just released her third album "Not Too Late," Canadian trio Shaye who have also just unveiled their newest album "Lake of Fire" and Canadian newcomer Serena Ryder. www.emimusic.ca

Evian - Bottled since 1826, evian® Natural Spring Water is the world's leading brand of bottled water. Every drop of evian® takes over 15 years to filter through mineral rich glacial sands in the pristine French Alps. evian® Natural Spring Water is now accepted as the natural spring water for those who like to treat themselves to the very best, including many of Hollywood's elite. www.evian.com/ca

Grail Springs Health & Wellness Centre - Canada's premiere luxury wellness centre specializes in unique VIP body, mind & soul transformation retreats. Private personal coaching with a focus on fitness, detox, weight loss, juice fasting, anti-aging, nutrition & high level wellness for everybody. www.grailsprings.com

Hagensborg – Hagensborg is a magical chocolate kingdom. Using the finest Belgian and German chocolate, the Hagensborg Chocolate Kingdom features the Princess Collection of fairyland chocolate including *Kiss Me Frog Prince®*, *Truffle Pig Bars®*, *Leone Lion®* and coming soon, *Polar Bear Frogs®*. www.hagensborg.com

Kicking Horse Coffee – Small in stature but big on flavour, Kicking Horse Coffee is nestled in the heart of the Canadian Rockies and at the headwaters of the mighty Columbia River. Traditionally roasted and blended at 3,000 feet above sea level, Kicking Horse offers a 21-flavour portfolio of the very best Fair Trade Organic coffee concoctions in the country. www.kickinghorsecoffee.com

Lush - LUSH Fresh Handmade Cosmetics offers scented selections of luxury skin care, bath and body treats, and off-beat gift ideas loaded with fresh natural ingredients. LUSH can be found in over 400 locations worldwide with 28 LUSH locations across Canada and 32 in the U.S. www.lush.ca

Obus Forme - Obus Forme a division of Integral Orthopedics Inc., is a company with a passion for developing and manufacturing innovative consumer products that are engineered to enhance people's lives by delivering comfort and support to the human body. From the original, award-winning Lowback Backrest Support to therapeutic pillows, mattress pads, foot insoles, and the groundbreaking Comfort Support System Backpacks, Obus Forme and its licensees create valued products for use in the home, office, car and on the go. www.obusforme.com

Quadrant Cosmetics - Introducing Rock n' Rose: a new fragrance by Valentino for the Rock Princess, a new generation of "Valentino women". This fragrance is a fantasy rose scent and will launch March 1, 2007 exclusively at the Bay. Valentino fragrances are distributed by Quadrant Cosmetics Corp., a marketer of cosmetics, fragrances and toiletries. www.quadrantcosmetics.com

ReJuveDerme – Your friends will think you had a week at the spa! ReJuveDerm's medical aesthetics includes injectables, soft tissue fillers, micro-dermabrasion, permanent cosmetics, acne treatments and other services. www.rejuvederme.com

Simply. - Toronto soap maker and hip young mom Amanda Montgomery has applied her background in aromatherapy and her passion for the planet to create Simply, a line of soap and skin care products made with all natural, fair trade and organic ingredients. Her handmade products are available in select stores across the GTA. www.simplybyamanda.com

Victorinox Swiss Army - Victorinox Swiss Army has superb brand loyalists. "Confident, self-motivated, comfortable with who they are" customers, that care about their appearance but don't obsess. The brand ignites a motion to embrace urban lifestyle and carries a fondness for the outdoors! www.swissarmy.com

The Management Trust – The Management Trust has a long history of developing talent and providing artist management and representation for artists including The Cliks, Brian Byrne, Chris Koster and Sass Jordan. www.mgmtrust.ca

THINGS...™ - "THINGS...™ Humour in a Box", the hilarious Canadian 'who-said-what' game with attitude presents players with comical topics such as:
THINGS...™ you don't want to know about your grandmother.
THINGS...™ dogs are actually saying when they bark.
THINGS...™ people do when no one's looking.
There are no right answers. There are no wrong answers. Just a lot of fun. "You won't believe the THINGS...™ you'll hear." www.thingsthegame.com

Toronto Argonauts - After 15 years, the biggest game in Canadian football, the Grey Cup, is returning to Toronto, the city where it all began. The Toronto Argonauts are North America's oldest professional football club, celebrating their 134th anniversary in 2007. As Toronto's #1 community team through player involvement, community programs and The Argos Foundation - Stop The Violence, the Toronto Argonauts, a member of the Canadian Football League (CFL), have 15 Grey Cup championships to their credit. www.argonauts.ca.

Trind – Trind is Europe's most trusted and respected line of hand and nail care. It is found in the finest perfumeries from St. Tropez to the Champs Elyseé, and from Stockholm to Milano. Fast achieving the same status in the U.S. Trind is now available in Canada! www.trind.ca

WWF-Canada - WWF-Canada is part of WWF - the global conservation organization. WWF-Canada works to save nature by conserving species and protecting their habitats; by ensuring our use of natural resources is sustainable; and by helping individuals, companies and governments reduce pollution. One of WWF-Canada's top priorities is fighting global warming, the biggest environmental threat to our planet. www.wwf.ca

XTOL Skin Therapy - XTOL Tactical Skin Therapy for Men is a skin care system targeted specifically to Men and their unique personal care needs. XTOL is made in Canada with the latest technologically advanced ingredients such as Plant Polypeptides, Vitamin Phosphates, Hyaluronic Acid, Polysynlane and Botanical Extracts for rapid, long lasting results. 1.866.599.9595 www.XTOLMEN.com

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we get people talking about you behind your back - www.rockitpromo.com