



McCartney.com Newsletter, April 2005

Company News

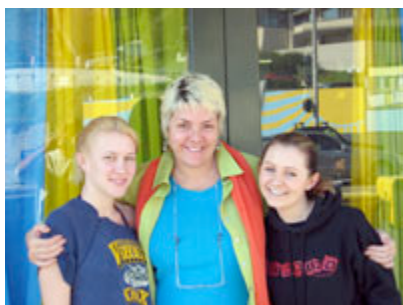
Welcome to the April Edition of the McCartney.com Newsletter.

(Edited by [Martin Nethercutt](#))

"Power Frauen"

In honor of March 7th, International Women's Day, let's talk about *Power Frauen*, (German for Power Women), women that are taking charge of their careers. Business people start their days early and it's 5:45 A.M. at LAX when Ruth boards the Gulfstream IV to speed off to New York City for the Boomer Esiason Foundation (BEF) Charity Gala at the Waldorf Astoria. (Courtesy of friend and BEF Board Member [Dale Jensen](#))
(See [Event Wrap Up Section](#) for more details...)

Über producer Niko Bolas said it best when he defined Ruth as the "Martha Stewart of the Internet", you know just leave your photos, MP3's videos and all the other moving parts of your career to Ruth, and her amazing creative teams will get the job done the right way. What a nice way of putting it, thank you Niko. After all she is our fearless leader, the Digital Diva.



Lori Eddy, Ruth and Beverly Mitchell



Evy Chipman, Ruth and Vicki Jensen



Ruth and Camilla Cleese

Speaking of Divas, iFanz Records is excited to announce that we are putting together a compilation CD and downloadz of the most exciting and amazing new female talent that has joined the iFanz family. Stay tuned for progress updates ...

Hot Off The Press:

Attention McCartney and iFanz Clients:

Please note that all future update requests for your web site content must be addressed to: updates@mccartney.com. We have a new robot in place that will speed up your requests and track progress round the clock.

Now Online

Mejorando Tu Vida

Interview with **Gabriela Spanic**

(visit www.paratuvida.com for more information)

Where did the concept for the **Mejorando Tu Vida** DVDs come from?

The current dynamics exist in our society where everyone works, and the idea to progress and become physically and mentally fit serves as a necessity in our media to teach each and every one of us to be healthy and become more fit. Not only does it help us to relax, but it helps us stimulate to do more exercise everyday and become healthier and



in better condition. This is the main reason why and how the concept of *Mejorando Tu Vida* (Improving your Life) was created.

Body – Keeping on track with *Mejorando Tu Vida*, you will need to work out and this section of the DVD will provide additional exercises as well as articles related to your body.

Spirituality – We all need a special place for us to unwind and balance our lives. This is the section dedicated to those ideas.

Nutrition – How do we balance our diets? And my personal recipes to help you eat healthier with Latina flavor.

What do you hope to achieve with **Mejorando Tu Vida**?

With *Mejorando Tu Vida* (Improving your Life), I hope to help people in changing their lifestyle by being healthier and becoming more fit, and especially facilitating the way they can train and exercise without having any excuses not to do it. Since they can do it from their homes without having to go out at all, this means we can achieve our goals.

Check out Gaby's new CD in iTunes !



(Click on graphic to go directly to the iTunes Music Store.)

Event Wrap Up

Ruth and Martin attended the 12th Annual Booming Celebration at the Waldorf Astoria, in NYC as guests of Dale and Vicki Jensen. What a very touching event. We are happy to announce that both McCartney and iFanz will be donating communication resources to aid in the task of raising even more awareness about cystic fibrosis and donations for Boomer's Foundation throughout the year. Thanks for having us Boomer.



The Boomer Esiason Foundation's Twelfth Annual Booming Celebration
Honoring BEF's 2005 MVP, Mr. Billy Heinzerling
Saturday, March 12, 2005 New York, New York

The Boomer Esiason Foundation is a partnership of leaders in the medical and business communities joining with a committed core of volunteers to provide financial support to research aimed at finding a cure for cystic fibrosis. The Foundation works to heighten education and awareness of cystic fibrosis and to provide a better quality of life for those affected by cystic fibrosis.



[Click the graphic for photos from the event](#) and [please visit this web site](#) and if you can, please donate.

McCartney Client Site / NetSpot of the Month

The Jensen Estate at Estancia

What a way to sell real estate !
Check out our client site of the month, The Jensen Estate at Estancia, AZ. This

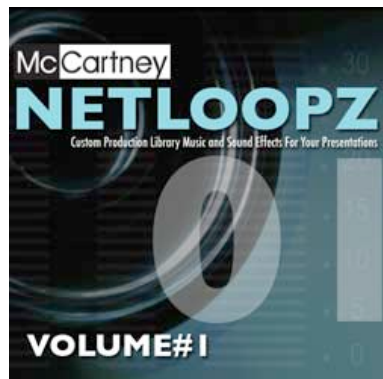


property was also featured in a full page ad in the Wall Street Journal featuring the world's first "Million Dollars Off" coupon! Go Dale! We mixed the beautiful pictures with the beautiful voice of iFanz Artist Carly (site coming soon), making this NetSpot a unique fusion of art, architecture music and lifestyle.

Relax, have a glass of wine and enjoy the presentation. [Click here.](#)



Product Showcase



[NetLoopz® - Royalty Free Production Music Beds](#)

Now available at iTunes® for direct download !

From our own custom music library we are happy to announce that the first edition of NetLoopz has been completed. NetLoopz are musical scores and environments as well as broadcast quality special effects in 10 / 15 / 30 sec. format that go well with your digital, multimedia and broadcast presentations. Volume #1 is finished and we are putting last touches on Volume #2. The 99¢ licence allows you to use it in whatever format you wish. Or buy all 50 for \$11.99.

Cover all your production needs, [get your NetLoopz now !](#)

Recipe of the Month

Spring is here - trim off those love handles with veggies

Chunky Spicy Gazpacho a la Two Bunch Palms

1 can diced red tomatoes
1 can diced yellow tomatoes
2 fresh Roma tomatoes
1 cucumber, peeled, seeded, and diced
3 green onions, chopped
1/4 red onion, chopped
2 celery stalks, chopped
2 limes, juiced
1/2 cup vegetable broth
1/2-cup fresh cilantro leaves, plus additional, for garnish
1 small jalapeno, stemmed, seeded, and chopped
1 ripe avocado, diced
Garlic powder
Salt & Black Pepper



In a blender, puree half the solid ingredients (except the avocado) with the canned tomatoes and broth. Pour into refrigerator ready bowl and add the chopped "chunky" ingredients. Season, to taste, with salt, garlic powder and pepper. Cover and refrigerate for about 2 hours. To serve, thin gazpacho with additional broth if desired. Dice remaining avocado finely and add to gazpacho base. Pour into bowls and garnish with cilantro leaves and croutons.

Funny Site of the Month

iFanz discovers the next Madonna. Well, close. O.K. - not really.

[Check this one out folks !](#)

iFanz® Artists Newz

iFanz Members Dare Devil Jane visit L.A.

On their recent visit to L.A. Dare Devil Jane stopped by the McCartney and iFanz offices for a quick tour of the online services.

Mixed by [Niko Bolas](#) and managed by Nick Lanksy Management.

Give your speakers a twirl. These guys rock ! Coming soon to iTunes.

Queen Harlem Socialite

Dare Devil Jane



www.daredeviljane.com

iFanz Version 3.0 Update

Okay, so we're right on target with our release date now of April 15th....(right Darby?). We'll unveil the new members' console and roll out the new toolsets over time.

The new features will include image manager, news manager, home page updater and media manager; where you can manage your media files, update your band's news page from the road and load photos and video sessions into your account. Media files like MP3, .Mov, and all pic formats will be supported. For all the latest information on iFanz, please **sign up** for our **iFanz Insiderz Newzletter** by clicking [here](#).



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