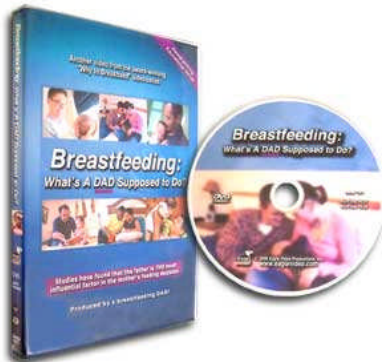


NEWS RELEASE – September 17, 2008

**WINNER ANNOUNCED for MediMedia's 2008
International Health & Medical Media Awards
FREDDIE AWARD in Men's Health Category**



“Breastfeeding: What’s a Dad Supposed to Do?”

3rd DVD in the “Why to Breastfeed” series

produced and distributed by
Eagle Video Productions - Raleigh, NC
www.eaglevideo.com/bfdad.htm

Summary: Studies have found that the father is THE most influential factor in the mother’s feeding decision. Basically, if the father doesn’t support breast-feeding, it more than likely will not happen. This entertaining video, designed for men only, educates the future father on all the benefits of breastfeeding their newborn. Topics include health benefits for baby & mother, higher intelligence rates and \$1,000s of dollars saved in medical costs and infant formula. Distributed to WIC programs and breastfeeding classes nationwide. In English and Spanish versions.

Award Honors: The 34th Annual International Health & Medical Media Awards celebrates the best medical documentaries, shorts, videos, Web sites, and DVDs from around the world. The black tie FREDDIE Awards Ceremony will be held on November 14, 2008 at the Ritz-Carlton Hotel in Philadelphia, PA. Aside from Eagle Video Productions Inc, other honorees include CNN, The HealthCentral Network, Canadian Broadcasting Corporation, Home Box Office and the Discovery Health Channel.

Quote from Producer Bruce Wittman: “I am honored to accept this award on behalf of all fathers who support breastfeeding. And my company, Eagle Video Productions, is proud to be recognized alongside with CNN, The HealthCentral Network, Canadian Broadcasting Corporation, Home Box Office and the Discovery Health Channel. This video was eighteen years in the making because I am a dad who supported my wife’s breastfeeding for both of our sons. Little did I know that years later I would create DVD series called “Why to Breastfeed.”

Sources: <http://www.thefreddies.com/Awards/Results.aspx?CategoryId=21&Year=2008>
<http://www.thefreddies.com/Awards/Results.aspx?CategoryId=17&Year=2006>
<http://www.thefreddies.com/Awards/Results.aspx?CategoryId=17&Year=2000>