



in **Hollywood Magazine** is pleased to announce our editorial partnership with the newly formed company who has the “inside track” on this glitz-filled element of entertainment. The company is called whatsintheswagbag.com!

WhatsintheSwagBag.com is a new online magazine that covers the unique world of Celebrity Gifting Suites at high profile events like the Emmy’s, GRAMMYs and Oscars. With the 2010 Award Season winding down, WhatsintheSwagBag.com is proud to announce a successful 2010 Oscars week

and a working relationship with Hollywood based IN Magazine (which has been publishing since 1992) and its website, inmag.com to bring greater exposure for the hundreds of companies who provide products and services to the gifting suites and swag bags ... with pictures, editorial and interviews.

“Everyone wants to know what’s in the “goody bag” and who got them,” says Paul Westphalen. Publisher of IN Hollywood Magazine. “Now they will know.”

The WhatsintheSwagBag.com team consists of Bradley Garfinkel, Dave Trump, Makkida Asfew and Lisa Lodge. Bradley has worked in the gifting world with both Gavin Keilly (founder of GBK Productions) and Lash Fary (founder of Distinctive Assets), two of the biggest players in the celebrity product introduction world. “These two gentlemen have taught me a great deal about the benefits companies receive from this type of unique marketing opportunity and we are

excited to be covering them along with the many other firms in this business,” said Garfinkel who has helped to produce Award Show and Charity Gift Suite events for: MTV Movie Awards, BET Award Show, ESPY’s, Emmy’s and GRAMMYs to name a few.

CTO Dave Trump brings WhatsintheSwagBag.com to life online, managing our internet traffic and utilizing his experience in Search Engine Optimization.

“Trump” (as he is known by close friends) brings his experience as CEO of Fractured Studios, a successful web design company with many Hollywood credits to his name. “My main goal will be to make sure the

companies featured on the site are on top of the search engines. “With 10 years of success behind me, this by far is the most exciting project I have had the honor to work on,” said Trump.

Makkida Asfew brings her contagious energy to WhatsintheSwagBag.com from the UK. She comes to us with a varied background including many credits in production of UK Television.

Lisa Lodge, a long time Los Angeles resident and Owner of Cheeky Cosmetics, covers the WhatsintheSwagBag.com beauty products as our Senior Editor. The WhatsintheSwagBag.com team will cover this summer’s hottest Award show gifting including the MTV Movie Awards, ESPY’s, Fashion Week, Teen Choice Awards and the BET Awards.

We discovered some great new items. Here are some of the highlights:



GBK’s Gavin Keilly is interviewed at Hollywood’s W Hotel



reBorn low rise skinny by *REUSE* Jeans
> Actress Kimmarie Johnson in a *Silk Spirits* T-Shirt by Indigene



Celebrities who visited the GBK suite at Hollywood's W Hotel were treated to a taste of Amate Tequila. Can you name them? (Answers will be published in the print edition of IN Hollywood Magazine.)

The "SWAG SQUAD" recently visited the SXSW Film and Music Festivals. Visit WhatsintheSwagBag.com and see what was in the bags for the VIPs there.