



## NEWPORT ENTERTAINMENT, PIKEN TV & ROBERT PIKEN

WHAT DO YOU GET WHEN YOU BLEND LOCAL INTERESTS WITH NATIONALLY KNOWN BRAND NAMES, ALL HAVING TO DO WITH LIVING AN ENTERTAINING AND LUXURIOUS LIFESTYLE? IN SOUTHERN CALIFORNIA YOU GET NEWPORT ENTERTAINMENT, A COMPANY THAT PRODUCES TELEVISION SHOWS FEATURING THE HOTTEST FASHIONS AND BOUTIQUES, THE TOP RESTAURANTS, HIPPEST SALONS AND OTHER BUSINESSES IN TOWN. THE HALF HOUR PROGRAMS INFORM 13 MILLION REACHABLE VIEWERS ABOUT THE HOT SPOTS IN AND AROUND LOS ANGELES COUNTY, WITH AN EMPHASIS ON THE WORLD FAMOUS CITY THAT IS HOLLYWOOD. SPRINKLE MANY OF L.A.'S TOP MODELS TO HOST THE SHOW AND DISPLAY THE FASHIONS, AIR IT DURING PRIME TIME AND YOU'VE GOT A SURE BET FOR SUCCESS.

**Robert Piken**, President of Newport Entertainment and producer of the television shows, had a vision of doing just that. Since the birth of his brainchild six years ago, many sponsors have chosen to come aboard and benefit from the Newport Entertainment team: Rockstar Energy Drink, Smashbox Cosmetics, Venus Swimwear and Vespa Motor Scooters – just to name a few. The blend of national companies with local businesses creates the perfect mix.

Piken has always approached business and advertising with innovative marketing tactics, and

he didn't stop short with **Piken TV**. In the beginning, while learning the ropes as to the best way to produce such programming, Piken was wearing all the hats and in charge of every aspect of the production. However, keeping busy as



The Piken Real Estate Company is one of the television show's sponsors.

President of his other firm — real estate development, property management and brokerage giant **The Piken Company** — he now delegates some of the production work while still keeping his show close at hand. In addition to production supervision for Newport Entertainment, his duties currently consist of overseeing scheduling and obtaining the top caliber sponsors who participate in the highly stylized show.

Piken has always had a keen interest in marketing. Some believe his techniques are unconventional, and he doesn't disagree. The breakthrough television show is just another example of his innovative

is a swimsuit special showcasing local and national companies like Canyon Beachwear and Venus Swimwear. Hornburg Jaguar and Land Rover on the Sunset Strip and Rockstar, one of the nation's leading energy drink companies, are also featured.

The caliber of models Piken chooses to display the fashions on the shows is another essential component. "We select models from the top agencies such as Ford, L.A. Models, Elite, Next and CESD," he comments. They have included the gorgeous *Maxim* Calendar Cover Model **Joanna Krupa**, who has also appeared on the cover of *FHM*, *Inside Sport*, *Esquire* and *GQ*. "Other models

# “HE DIDN'T STOP SHORT WITH PIKEN TV”

approach. The cutting edge format has been very effective for The Piken Company, one of the show's main sponsors, as well as for the other sponsors.

The Piken Company's real estate clients respect the company's aggressiveness, as they are aware that the company will be equally aggressive in marketing their properties. To the naysayers, Piken responds, "In my view, my marketing techniques get people's attention because we present them in such an entertaining format. Everything is done in a very tasteful manner. The show not only promotes The Piken Company, but also allows other businesses to take advantage of the opportunity to be showcased on television."

And businesses have responded. Each new and innovative episode has improved upon the last, and Newport Entertainment has taken this type of programming to a whole new level. Piken has landed more and more multistore operators such as Optical Outlook, Ragg Tattoo Children's Clothing and Wokcano Restaurant. His latest television show

from our shows have been featured on national magazine covers and in *Maxim Magazine's Hot 100*. One of our previous models, **Nadine Velazquez**, is now starring in NBC's hit Emmy award-winning series, *My Name is Earl*."

According to Robert Piken, another reason **Piken TV** is able to attract sponsorship participation is due to the beautiful venues chosen for taping. The television shows are shot on location. Case-in-point: "When we featured Rockstar Energy Drink, we took our crew to its owner **Russell Weiner's** spectacular home in the Hollywood Hills above Sunset Boulevard. These types of settings make Newport Entertainment's programming much more interesting to watch than many in-studio productions."

The Piken Company, as a part of its sponsorship, features models in Piken's promotional apparel including tee shirts, shorts, sweat pants and hooded tops. The company's services and real estate agents are also

spotlighted. Managing Director **Scott Roberts** comments, "The television show has been very valuable in branding The Piken Company."

Robert Piken says his father Herbert, with whom he built The Piken Company, is very proud. "I took his expertise in developing and mixed it with my knack for real estate and marketing and helped make The Piken Company what it is today. We are very successful through a variety of promotional vehicles as well as excellent customer service."

"I formed Newport Entertainment to produce television programs which expose Southern Californians to many of the finer things that the great city of Los Angeles has to offer. Of course the shows also serve to promote the participating companies, but we accomplish this in a more subtle and entertaining manner. We view the programs as shows rather than blatant commercials." Then Piken adds, "The feedback that I have received from Hollywood producers and directors and the general public has been awesome! They encourage me to keep producing new shows, and I look forward to doing so."



Clip from Newport Entertainment's Piken TV featuring fashion models & prominent sponsors.

You can catch Newport Entertainment's shows at various times on cable and satellite television stations in Southern California. **Interested sponsors or participants are welcome to call.**

**HEADQUARTERS FOR NEWPORT ENTERTAINMENT ARE LOCATED AT THE PIKEN BUILDING  
12725 VENTURA BOULEVARD, SUITE C  
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Venus Swimwear models Joanna Krupa (left) & Jessiqa Pace host and model on Piken TV. Producer Robert Piken features Venus, other fashions and various businesses on his show.



Jorge Alvarez for Venus Swimwear



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