

Estelle Reyna, “Queen Of Travel,” Shares Her Paradise With M2btv

Celebrity travel diva, Estelle Reyna of the highly-acclaimed travel program “Estelle’s Paradise” to bring the wonders of the world exclusively to M2Btv.

Hollywood, CA ([PRWeb](#)) June 29, 2006 -- Hawaii. Greece. Belize. Just a few of the exciting locales Estelle Reyna will be bringing to lovers of life and travel on M2Btv (the highly-anticipated Global Broadband TV service to launch July 2006). In its 5-years of unprecedented success, Amaru, Inc. (AMRU) and its Hollywood-based subsidiary, M2B World, Inc. have been the on-demand leader in cutting-edge quality programming and will soon feature informative videos on its upcoming travel channel.

As the exclusive Video-on-Demand resource for “Estelle’s Paradise,” M2Btv has included a Travel Channel as part of their global program offering. The M2Btv Travel Channel will feature a variety of travel destination videos from around the world, including exotic travel locations featuring Estelle Reyna.

Fluent in 6 languages, this Spanish supermodel has been sharing her world vision of exotic beauty since 2004 and is now recognized in well over 130 countries. With beauty, poise, and charm, this Latin bombshell has quickly become a well-respected travel expert and is celebrated in China, Western Europe, North Africa, Indonesia, and North, Central, and South America.

“We are proud to feature such a multi-talented woman as Estelle Reyna on M2Btv and promise to feature channels that exemplify the enriching lifestyles of our viewers,” attests Rebecca Binny, General Manager of M2B World, Inc. As an international leader in global broadband streaming entertainment, M2B World, Inc. has skillfully positioned M2Btv to prominently feature the “most downloaded woman on the Internet.”

To best motivate viewers’ travel-bugs, the international lifestyle channel of M2B World, Shine8.com, will preview multiple episodes of “Estelle’s Paradise.” Indeed, with such programming and foresight, M2Btv is destined to become the front-runner in this highly-competitive market of VOD.

About Amaru Inc. (AMRU) and M2B

Amaru, Inc., a Nevada corporation, through its subsidiaries under the M2B brand, is a leader in the Broadband Media Entertainment business, and a major provider of interactive Entertainment-on-demand, Education-on-demand and e-commerce streaming over Broadband channels, Internet portals, and 3G devices. To date, the Company has launched multiple Broadband TV websites for Hollywood and Asian entertainment, education and online shopping, with over 100 channels designed to cater to various consumer segments and lifestyles. Its content covers diverse genres such as movies, dramas, comedies, documentaries, music, fashion, lifestyle, edutainment, and more. The M2B brand has established its competitive edge by offering access to an expansive range of content libraries for aggregation, distribution and syndication on Broadband and other media; including rights for merchandising, product branding, promotion and publicity.

Globally, Amaru Inc and M2B are expanding through several integrated companies including: 1. M2B World Inc – leads the US market and is based in Hollywood, CA. 2. M2B World Pte Ltd – directs the Asian markets through its Singapore office and representative office in Chengdu, China 3. M2B Australia Pty Ltd – oversees Oceania markets 4. M2B Entertainment Inc. – oversees Canadian market 5. M2B Commerce Limited – focuses on e-commerce and e-trading 6. M2B World Travel Limited - offers e-travel services 7. M2B Game World Pte Ltd – develops online gaming platforms and content 8. M2B Commerce Ltd (Cambodia) – oversees Indo China market

9. Amaru Holdings – drives content syndication and distribution

M2B offers consumers personalized entertainment through its wide range of broadband streaming channels available at www.m2bworld.com.

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