

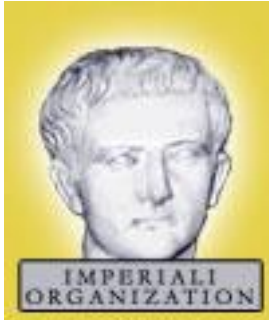
Imperiali Organization Announces Joint Venture for Video Broadcast from the Nasdaq, AMEX and NYSE with ItsAboutFinance.com

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Press release from: [Imperiali Organization](#)

Agency: **i1connect**



Los Angeles, CA – June 16, 2006 - Today the Imperiali Organization announced that it has entered into a joint venture with www.ItsAboutFinance.com to provide video broadcasts from the floor of the New York Stock Exchange, the Chicago Stock Exchange, the Nasdaq and the American Stock Exchange.

ITSAABOUTFINANCE.com, the world's longest continuously running video broadcast on the web, has been doing feature interviews of traders, experts, and CEO's from the floors of the stock exchange for over six years. ItsAboutFinance.com also features daily news and market reports.

ItsAboutFinance.com founder and President Carol Davis said, "It is critical for companies to have a high impact platform available on which to tell and distribute their corporate story. The web works because the video is on-demand and therefore always available and because the message can expand virally. We are excited about the joint venture with Imperiali because it gives us an opportunity to provide more assistance to our clients."

The Imperiali Organization is selling and marketing the video broadcasts and ancillary services through a dedicated sales force. The services provided to companies include internet promotion, press release distribution, search engine advertising, email broadcast, and other forms of traditional and non-traditional marketing. The joint venture brings a major addition to the Imperiali Organization and its' ability to expand companies around the world.

"What better platform to expand a company than to broadcast from the hubs of the financial world: The Nasdaq, AMEX, and the New York Stock Exchange. Combined with our ability to expand the sales, marketing, and distribution of any company, we feel that this joint venture will be to the benefit of both organizations and every company that we wish to engage," says Dan Mangru of Imperiali Organization.

Additionally, with the Imperiali Organization's agents and affiliates in over 70 countries, this joint venture could be a major gateway to bring international companies into the US markets.

About ItsAboutFinance.com:

With offices in New York, Los Angeles and Chicago -- ItsAboutFinance.com presents daily video news, interviews of Chief Executive Officers and Market Reports from stock exchange floor traders. The broadcast is the longest continuously running television news broadcast on the web.

Our staff of business reporters can be found in the financial markets in Chicago and New York. We maintain a credentialed news presence at the Chicago Stock Exchange, the American Stock Exchange, the NASDAQ and the New York Stock Exchange with daily access to the White House press center. Our website is the only financial website featured daily on the

NASDAQ's 7-story icon at the NASDAQ Broadcast Center in Times Square.

Partnered with sister websites www.TheJusticeSystem.net and www.VoteAcrossAmerica.com, we are the front runner of live daily video web coverage from politics to celebrity trials. We've covered the trials of Michael Jackson, Phil Spector, Lil Kim, Courtney Love, Kobe Bryant, and Foxy Brown.

All broadcasts change daily at 11am Pacific/ 1pm Central/ 2pm Eastern.

- About Imperiali Organization

Imperiali Organization (www.imperiali.org), founded by Daniel Imperato, is global development company, with diversified assets and holdings, connecting the leaders of tomorrow, today. Currently the organization has taken interest in both in owned and operated businesses in the areas of internet search, public relations, merchandising, publishing, film, and sports as well as other non-affiliated companies. The Imperiali Organization is currently the official communications provider for Imperato-Brooks 2008, www.imperatobrooks.com.

Safe Harbor Statements under the Private Securities Litigation Reform Act of 1965: Those statements contained herein which are not historical are forward-looking statements, and as such, are subject to risks and uncertainties that could cause actual operating results to materially differ from those contained in the forward-looking statements. Such statements include, but are not limited to, certain delays that are beyond the Company's control, with respect to market acceptance of new technologies, or product delays in the testing and evaluation of products, and other risks, as detailed in the Company's periodic filings with the Securities and Exchange Commission.

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