



## Technology Pioneer Brian Cury Joins THE LOOK's Board of Advisors August 17, 2010

LOS ANGELES -- Webcam Technology Industry Pioneer Brian Cury has joined THE LOOK's Board of Advisors, announced Alan Mruvka, Founder & CEO of the newly launched celebrity, fashion, and beauty network. Previously announced board members include producers Barry Josephson, Cindy Cowan and retail expert Terri Monsour.



Created for women, THE LOOK covers everything celebrity from fashion and beauty, to lifestyle and fitness. Through its numerous fashion and beauty experts, THE LOOK editorial team gives the audience an inside perspective into the world of celebrity lifestyle. THE LOOK is really three sites in one, an online network, a daily editorial and photo site, and an ecommerce store.

Brian Cury, CEO and founder of EarthCam, Inc., is a recognized leader in the webcam technology industry and holds several patents in the field. He founded EarthCam in 1996, establishing groundbreaking access to the then limited number of webcams, and now providing the online destination "Where the World Watches the World." EarthCam is currently documenting the filming of Walt Disney's upcoming movie "Pirates of the Caribbean: On Stranger Tides."

"Being pioneers in webcam technology with years of entertainment industry experience, EarthCam will bring synergistic and valuable contributions to Alan and THE LOOK team," said Cury. "I view it as an excellent and exciting opportunity."

From the beginning, Cury focused on creating new products, while developing and applying proprietary software and building a network infrastructure. Under his direction, EarthCam has gained acclaim in industry and government as the premier webcam technology company. Currently, EarthCam's international visitors view over 4.2 billion images from around the world annually.

As a network, THE LOOK features four original series including: "On the Scene," "Fashion Diva," "DIY: Do It Yourself," and "Beauty School." Viewers can find these series online at [thelooktv.com](http://thelooktv.com) and in the future on cable, satellite, syndication, mobile and in the international markets. As an editorial and photo site, THE LOOK features hundreds of articles and celebrity photos updated daily. In addition, each celebrity photo is enhanced with an ecommerce rollover capability that allows the consumer to purchase similar items to those worn by the celebrity in the photo. As an ecommerce store, THE LOOK offers hundreds of fashion, beauty and lifestyle products for sale on the site, both name brands and celebrity brands.

THE LOOK Founder & CEO Alan Mruvka has over 25 years of experience in the entertainment business. His monumental successes in the entertainment industry include revolutionizing a genre of entertainment and celebrity based news by founding pop culture icon, E! Entertainment Television. Since leaving E!, Mruvka founded The Ministry of Film, a film and television company, where he created and executive produced numerous television shows including USA Network's "Pacific Blue," basic cable's highest rated one hour drama which shot over 100 episodes and ran five seasons; and the weekly boxing series "Thunderbox." He also produced several feature films including the winner of the Chicago International Children's Film Festival and the Sundance Film Festival's critically acclaimed "Digging to China," starring Kevin Bacon and Evan Rachel Wood, and directed by Academy Award winner Timothy Hutton; Showtime's "The Legend of Gatorface;" and "State and Main," starring Philip Seymour Hoffman, Alec Baldwin, William H. Macy and Sara Jessica Parker, and directed by acclaimed playwright David Mamet