



NEWS RELEASE

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THE HEAT GROUP TO PARTNER WITH “LIVIN’ LA VIDA MIAMI”

MIAMI, FL – The Miami HEAT and the AmericanAirlines Arena announced today that they are partnering with *Livin’ La Vida Miami*, a new high-energy and humorous series featuring South Florida’s dynamic lifestyle and culture. Hosted by “The Colombian Goddess” **Stella Vidal** and “The Food Genius” **Stuart Warren Dansby**, *Livin’ La Vida Miami* showcases the Magic City in episodes covering a variety of topics including adventure, celebrities, glamour, cooking, fitness and the community. Season One of *Livin’ La Vida Miami* is currently airing on WBFS My 33 on Saturdays at 5:00 p.m.

With its gorgeous waterfront views and as the primary anchor of the Biscayne corridor’s entertainment district, AmericanAirlines Arena, Miami’s top sports and entertainment venue, will serve as the backdrop during *Livin’ La Vida Miami*’s second season. Segments featuring celebrities and cooking will be filmed inside the bay front arena. Likewise, the Miami HEAT will participate in features that focus on fitness, healthy living and the show’s community-themed segment, “Make a Difference.”

“We have a sexy and unique venue which attracts culturally diverse acts and audiences, and we’re offering that up to *Livin’ La Vida Miami*, a television show where the most exciting aspects of the city of Miami take center stage,” said Eric Woolworth, President of The HEAT Group’s Business Operations. “The ‘Make a Difference’ vignettes that will feature the Miami HEAT will help us reinforce our long-standing commitment to the community.”

Livin’ La Vida Miami is co-hosted by Stella Vidal, “The Colombian Goddess,” a television host, actress, model, and spokeswoman, and Stuart Warren Dansby, a sports analyst, blogger, motivational speaker and food aficionado. Vidal is former captain of the Lingerie Football League’s Miami Caliente. Her dynamic camera presence, candid and sensitive interview style, adventurous spirit and wry sense of humor all merge on set to create a one-of-a-kind persona who embodies the distinctive Latin flavor that defines Miami.

Dansby has traveled the world amassing a grab bag of cultural wisdom of sorts in the process. This wisdom, combined with his passion for one-of-a-kind gourmet cooking and the respect he has garnered from some of Miami’s most renowned chefs lights up the screen during one of *Livin’ La Vida Miami*’s most popular regular segments, “The Food Genius.” For more information about *Livin’ La Vida Miami*, please visit LivinLaVidaMiami.com.

The Miami HEAT is proud to welcome Assist-Card as the Presenting Sponsor for the 2010-11 season.

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