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Manhattan "Maverick" Author Gives Edge to Pioneer Digital Video Book Trailer Industry's COS Productions, East Coast, U.S.A. -- Media experts at recent NY Inaugural Meeting, Internet Content Syndication (ICS) (www.internetsyndication.org) weighed in on quickly emerging digital video content industry.

** From Wikipedia: "The term "book trailer" is currently a trademarked term owned by Sheila Clover of Circle of Seven Productions. Book Trailers can be acted out, full production trailers, flash videos, animation or simple still photos set to music with text conveying the story."*

NEW YORK, NY, October 13, 2008 **/24-7PressRelease/** -- The industry's first-to-market video book trailer producers at Circle of Seven Productions(www.cosproductions.com) are already calling their new hire a "modern day 'Maverick' to conquer the wild, wild east", as Liz Maverick comes aboard to handle the company's rapidly increasing east coast digital video publishers' demands. A screenwriter and bestselling author herself, she's written some eleven published novels in the science fiction, romance, and chick lit genres.

In addition to her personal experience in the publishing industry, Maverick has both corporate high-tech product management experience (including America Online, Netscape Communications, and Raytheon) and a business education with undergraduate and graduate degrees from UC Berkeley and UCLA where she specialized in marketing and entrepreneurship.

Maverick recently attended the Internet Content Syndication Council's (ICSC) inaugural meeting (www.internetsyndication.org) in Manhattan where media experts such as Jeffrey Litvack, Global Director, New Media Marketing, Associated Press and Aaron Radin, SVP, Advertising Sales and Business Development, CBS TV Stations Digital Media Group weighed in on the quickly emerging digital video content industry.

"The meeting confirmed that companies of all sizes need both brand-specific content and more general supplementary content that supports the promotion of those brands. Buyers who want edgy, high-level, digital video content are beginning to appreciate how easily a video provider like COS Productions can meet their needs for compelling, story-driven content at a dramatically low cost of production."

Maverick adds, "I'm already meeting with New York publishing house reps eager to integrate some of COS's new services, such as Transit TV screening on bus lines, into their promotion plans. In the case of Transit TV, the commuters are really responding to our media as welcome entertainment. They don't even see it as advertisement.

Publishers are also excited about the prospect of expanding their reader base by using COS Production's pinpoint distribution channels to tackle niche markets. Together with the COS distribution strategies that place books according to genre, theme and other variables unique to each title, book videos are served to both established readers and potential readers using new media marketing techniques.

About Circle of Seven Productions

With initial deep roots in promoting romance novels and well-known for its cutting edge marketing expertise in book publishing, Circle of Seven Productions, or COS Productions, started creating book trailers back in 2002, and trademarked the term by 2003. Considered one of the leading contributors to raising industry standards, along with pioneering today's hottest marketing trend in publishing, COS Productions has taken the lead in social media marketing and online book marketing as well. The company's story continues to be followed by Newsweek, The Wall Street Journal, NPR, New York A.M., Publisher's Weekly and the New York Times.

About Liz Maverick

Liz's work continues to gain readership. She and her books have been featured on programs and in publications including

USA Today, Cosmopolitan Magazine, Publishers Weekly, Fox's Geraldo at Large, San Francisco Magazine, The Chicago Sun-Times, and The Toronto Star.

Viewership for her latest fast-paced, provocative online video show Rebels of Romance which she co-hosts with author/Better TV producer Marianne Mancusi continues to be on the rise.

To book speaking engagements or just to drop a note contact:

LizMaverick@cosproductions.com.

Victoria Alexander is a traditional journalist and new media reporter who is enamored with digital video content and viral videos, and also conducts campaigns as a blogger, traditional, and social marketing consultant.