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December 22, 2010 (Scottsdale, Ariz.)- Lights, camera, action! Media That Deelivers, Inc., leading media company in the Valley of the Sun and publisher of Arizona Foothills Magazine, has launched an unprecedented new feature to their award-winning Web site- the Daily 60. The 60-second video will be posted to the homepage of AZFoothills.com each day, providing Arizonans with an exclusive peek behind-the-scenes of lavish special events, preeminent openings, the lives of fabulous Arizonans and beyond.

The first-of-its-kind lifestyle news video debuted December 20 with a glimpse into Jason Hope's star-studded holiday party "Ludacris-mas". The CEO of Jawa flew in some of the hottest celebs in the country for the bash, and AZFoothills.com and The Daily 60 captured it all on film. To see the video, click [here](#).

Guests of the event included headliner Ludacris, who tore up the stage, MTV's Jersey Shore personality Nicole "Snookie" Polizzi, MTV's The Hills stars Stephanie Pratt and Lo Bosworth, Olympic Gold Medalist and star of Keeping Up With the Kardashians Bruce Jenner, former Superman Dean Cain, E! News Host Giuliana Rancic and first-ever winner of The Apprentice Bill Rancic. Arizona guests included Miss Arizona USA 2011 Brittany Brannon and Miss Arizona Teen USA 2011 Molly Argue, Congressman Ben Quayle, Congressman Jeff Flake, and Scottsdale Mayor Jim Lane. Also in attendance were local architect Erik Peterson and homebuilder Tom Argue, who are designing and building Jason Hope's new 100,000 sq.-ft. home.

Video reporter Sona Patel has taken the reins of the new project, high-tech camera in hand, and sets out each day to uncover the hottest new spot, get the scoop from local VIPs and more. Sponsorships for The Daily 60 have sold out through the rest of 2010. To submit an idea for the Daily 60 or learn about sponsorships, e-mail spatel@azfoothills.com.

"Our versatility, from print media to the Web site and E-newsletters, has already set us apart," says President & Publisher Michael Dee. "This added element of video gives our readers VIP tickets to the hottest parties in town- what could be cooler?"

AZFoothills.com is the Valley's top lifestyle Web site, with hundreds of articles posted each month on timely and resourceful information on dining, entertainment, homes, fashion, culture and events in Arizona. Arizona Foothills Magazine is published monthly and is audited by an accredited outside company.

Scottsdale-based Media That Deelivers, Inc. (<http://www.mediathatdeelivers.com>) is a leading luxury magazine publisher that produces the monthly Arizona Foothills Magazine, AZFoothills.com and EstatesWest.com. The company also publishes an array of custom products for world-renowned organizations like The Westin Kierland.