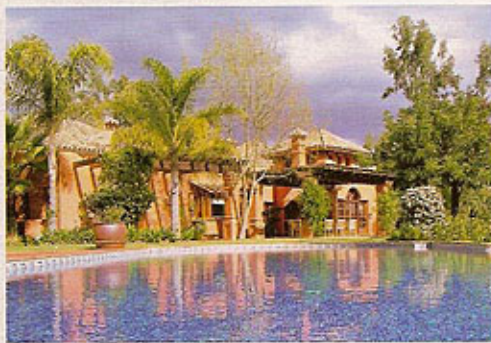


She runs a luxury estate agency in Marbella, specialized in seeking mansions according to the client's requirements worldwide. This has made her create an on-line television (www.theresabernabe.tv) only for millionaires, an ever-growing "species".

How is the audience profile of TB Channel, the first on-line TV for millionaires?

About 80% of our audience has a high or very high purchasing power, since they are our natural target. But there is a bit of it all. And we didn't want to encode it because everyone has the right to see how some realities that only exist in dreams really are. The age of our audience is varied, though they usually are older than 40, and there are more and more young millionaires.



What can a high-level person do to stand in the shoes of a millionaire for one day?

To experience some luxury is at many people's reach... The best thing is to make a reservation in La Meridiana, the most exclusive restaurant in Marbella. If they feel generous, I suggest to ask for the wine chart.

Millionaires do not always respond to the classical image... More than one has entered your agency wearing thongs.

That may seem incredible, but it's true. The manager of a luxury products store used to say that when a customer entered his store, the first thing he looked at was the watch and the shoes... But he was wrong! There are many millionaires

that only spend money in what they think is important: their family home, their car, their jet plane or their yacht, but they wear what is more comfortable for them, regardless of fashion.

Flamboyance is old fashioned, and the millionaires sunbathing at the Nikki Beach in Marbella seem to watch their privacy.

They still celebrate parties and spectacular events, but they do not like flashes and cameras as much as they used to.

What does Marbella offer in comparison to other spots?

Good weather, of course. Everybody loves to come home in February, and eat in an open-air restaurant by the sea wearing just a shirt, when half the planet is almost frozen. But there is more: the so-called "amenities of luxury leisure" turn them into regular visitors. Marbella has the best from each sector: the best fashion brands, marinas, golf courts designed by the best professionals, luxury cars dealers... A representation of the best in the world is here.

What kind of house do your clients look for when they come into your estate agency in Puerto Banús?

Demands are most diverse, as a South American businessman that wanted a mansion with a huge lot to build a polo field. It's strange that not everybody is interested in the beach front. The most luxurious development in Europe is here, and is on the mountainside.

Is this a good time to invest?

Luxury market has its own global rules, and doesn't depend on local affairs. And the fact that more and more American investment groups are coming to the coast looking for luxury villas is a good sign.