



(CBS) WEtv.com is serving up videos of men the way coffee bars serve up the morning beverage, offering daily jolts of the "tall, dark, and extra strong."

The woman-targeted network's "Hot Coffee Break" series of webisodes features 20-something shirtless men doing relatively ordinary things like sitting on a park bench or cooking breakfast.



Tuesday's **38-second clip**, titled "Frosting," show a model named James frosting a cake - shot mostly at waist level to show off the 26-year-old's six-pack.

So far James has scored a six out of 10 with voters who've rated his clip.

To help launch their Web series Tuesday, WEtv planned to send 15 of the men featured in the Webisodes to hand out free coffee at different commuter hubs in New York.

The competing women-targeted television Web sites, LifetimeTV.com and Oxygen.com, don't yet have any beefcake in their online offerings. But men's network Spike.com has a whole channel devoted to "girls."

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