



PROMAXBDA ANNOUNCES JURY FOR THE 2013 PROMAXBDA PROMOTION, MARKETING AND DESIGN AWARDS

Final Awards Entry Deadline is Thursday, March 7

LOS ANGELES, CA – March 5, 2013 - PromaxBDA, the leading association for promotion, marketing and design professionals, announced the group of entertainment industry leaders who will participate as members of the second annual jury for the 2013 PromaxBDA Promotion, Marketing and Design Awards. The esteemed group will judge the finalists of this year's North American PromaxBDA Awards Competition that recognizes creativity and excellence in the television and video content media marketing space. The winners will be announced at the closing night of the PromaxBDA International Conference 2013 on June 20 at the J.W. Marriott at L.A. LIVE.

"The PromaxBDA Awards mark excellence in creativity and strategic promotion, marketing and design, and this esteemed jury exemplifies some of the best our industry has to offer," said **Jonathan Block-Verk**, president and CEO of PromaxBDA. "This elite group of leaders represents some of the top names in our industry from promotion and marketing to design, editorial and advertising. Led by legendary marketer **Judy McGrath**, this incredible jury will bring invaluable perspective and unparalleled expertise, as they discuss, debate and decide the winners of this year's competition, all while bringing their unique point of view, which is invaluable to the success of this judging process."

"I look forward to seeing what some of the biggest innovators in marketing and creative bring to the table for this year's PromaxBDA Awards," said **Roger Hyde**, SVP, creative services & brand integrity, DIRECTV, PromaxBDA board officer and awards committee chair. "As a result of our inaugural two-tier judging process, which we introduced last year, we now are able to get even more exposure for each submission combining results between our PromaxBDA board members and recent Gold Award winners, and our final step of judging with the jury, comprised of influencers and leaders from all areas of entertainment."

Judy McGrath, former Chairman and CEO of the MTV Networks Group, and current adviser to Sony Music Entertainment and Lerer Ventures, will serve as chair of the second annual PromaxBDA Jury in both Los Angeles and New York.

"This is a most thrilling time to recognize the current and future state of marketing and promotion in media," said **McGrath**. "I am excited to see the amazing, innovative campaigns across all kinds of content and platforms around this industry. My roots are in promotion, so I always evangelize the importance of

positioning and marketing for any brand. I look forward to working with all the media leaders on the jury to salute the best and brightest work of today.”

The 2013 PromaxBDA Promotion, Marketing and Design Awards jury members are selected to date are:

Los Angeles Jury Members:

Adam Stotsky, GM, Esquire Network
Steven Melnick, SVP, Marketing, 20th Century Fox Television
Richard Loomis, SVP & CMO, Disney Channels Worldwide
Patalia Tate, VP, Creative & Marketing Strategy, Scripps Networks Interactive
Janet Rollé, EVP & CMO, CNN Worldwide
John Ruppenthal, Senior Creative Director, PBS

New York Jury Members:

Courteney Monroe, CMO, National Geographic Channels US
Pamela Levine, EVP, Marketing, HBO
Linda Schupack, EVP, Marketing, AMC
Ellen Stone, SVP, Marketing, Bravo Media
Guy Slattery, EVP, Marketing, A&E Network
Molly Sugarman, VP, Managing Director, Treehouse at Horizon Media
Evan Shapiro, President, Participant Television
Brian DiLorenzo, Chief Production Officer, McCann Erickson

Additional jurors will be confirmed and released through social media in the coming days leading up to the judging events.

The 2013 PromaxBDA Promotion, Marketing and Design Awards recognizing creativity and excellence in media marketing, will take place on the closing night of The Conference on June 20. The ceremony will provide an exclusive look at the most compelling, innovative, eye-catching and award winning creative work from around the globe, covering the breadth of the entertainment industry. The final deadline to enter the awards is Thursday, March 7 at 11:59 p.m. PST (UTC/GMT -8 hours).

PromaxBDA: The Conference 2013 will feature speaker sessions, strategic and creative presentations, panels and workshops for every career stage in the marketing, promotion and design industry. For more information, or to attend, please visit promaxbda.org and for 2013 Conference updates, speaker information and promotions, follow PromaxBDA on Twitter @PromaxBDA and Facebook at facebook.com/PromaxBDA.

About PromaxBDA

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing agencies, research companies, strategic and creative vendors and technology providers around the globe. The goal of PromaxBDA Association is to lead the global community of those passionately engaged in the marketing of television and video content on

all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

Contact:

Amy Prenner

amy@theprennergroupp.com

310.709.1101