



PROMAX/BDA ANNOUNCES MAJOR CHANGES TO ANNUAL PROMAX NORTH AMERICA AND WORLD GOLD AWARDS

Competitions Streamlined and Restructured to Recognize Creative Use of Marketing's Fundamental Tools

Los Angeles, CA – January 15, 2008 – Reinforcing its ongoing commitment to highlight and celebrate the creative and innovative achievements of television marketers, Promax/BDA has made several major changes to its annual Promax North America and World Gold competitions. The changes reflect both the evolution of how information and entertainment content is marketed in today's multi-platform media landscape and will dramatically streamline the entry, judging and awards processes.

The Promax Awards Committee worked closely with the Awards Department to carefully review and restructure the competitions around the five fundamental tools of marketing – Print, Radio, Television and Interactive Media, with a special focus on Integrated Campaigns. Grouping all submissions by these sections will allow the judges to focus on each entry's creative and innovative use of media.

"More than ever 'the creative idea' must live at the center of every effective marketing campaign," said Promax/BDA President Jonathan Block-Verk. "Restructuring the 2008 Promax North America and World Gold competitions will put the focus on the Big Idea, recognizing true innovation, inspiration and creative use of the fundamental tools of marketing."

While the competitions will feature all of the same categories, they have been reorganized so that entrants may now submit their work based on its application in the marketplace. The entry process has also been consolidated into two clear audience-reach parameters: those with over 10 million viewers and those with under 10 million viewers. All entrants will be welcome to enter all categories, but certain categories will be open only to local stations/affiliates allowing them to compete in an equitable, evenhanded manner.

Additionally, for most categories, participants may now upload their video submissions using an easy, efficient entry system that offers a cost-effective alternative to submitting tapes.

"From what I've seen, this past year's work represents some of the most exciting and interesting marketing and promo solutions and sets a new standard for creative and innovative television marketing, promotion and design from around the world," added Adam Stotsky, EVP Global Brand Strategy & Market Development at SCI FI channel and a member of the Promax Awards Committee.

The award entry period begins Wednesday, January 16, 2008. For a complete list of categories, visit www.promaxbda.tv/awards_pro08.asp.

Promax/BDA will hold its 53rd annual North American conference June 17-19 in Manhattan's Hilton New York Hotel. More details will be announced shortly.

About Promax/BDA

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of entertainment and information content marketing, promotion and design professionals. For further information, please visit <http://www.promaxbda.tv>.

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