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COMEDIAN CHRISTIAN FINNEGAN DELIVERS BOTH LAUGHS AND HONORS DURING 2008 PROMAX/BDA DESIGN AWARDS

Showtime, MTV Networks, CTV Creative Agency and CNN among Top North America Winners

Top World Gold Winners Include FOX Sports, BSKYB and SCI FI Channel

New York City, NY – June 18, 2008 – Promax/BDA honored the shining stars of its design membership tonight during a lively ceremony held at the Hilton New York Hotel. The annual Promax/BDA Design Awards—hosted by stand-up comedian Christian Finnegan—highlighted North America and World Gold winners across a variety of categories. Injected with a healthy dose of humor that often had the audience roaring, the kudosfest fell midway through Promax/BDA's three-day conference of industry networking, idea sharing and keynote addresses from the world's most celebrated minds.

The 2008 Promax/BDA Design Awards competition was, as usual, divided into North America and World Gold based on entrants' primary region of business. The North American winners taking home the most Gold this year were Showtime Networks with 12 and MTV Networks with 10 statues. Other big winners included CTV Creative Agency and CNN, each with five Gold statues across several campaigns. The individual series with the most Golds were Showtime's *Dexter* with five and FX Networks' *Nip/Tuck* right behind with four.

Among World Gold contenders, the lineup of winners was far more diverse. FOX Sports took the lead with six Golds, followed by BSKYB and SCI FI Channel at four a piece, but the night's winners were largely spread across multiple companies.

As the evening's finale, The Ashy Agency's Brett Ashy presented Psyop with the BDA Lifetime Achievement Award.

"The nominees for this year's Promax/BDA Design Awards really pushed the creative envelope on design and execution, and it's a privilege to recognize this amazing work," said Jonathan Block-Verk, the organization's President. "But, as far as I'm concerned, everyone walks away from this event a winner, as we're all energized, inspired and motivated by tonight's examples to excel in our own delivery of the most intriguing, engaging and memorable visuals."

The complete list of BDA North America Award and BDA World Award winners is available at <http://www.promaxbda.org/awards.asp?n=08bdadesign>.

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, visit <http://www.promaxbda.org>.

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