

FOR IMMEDIATE RELEASE

**LISA GREGORIAN AND ADAM STOTSKY NAMED
PROMAXBDA CO-CHAIRMEN**

*Entertainment Marketing and Design Association Taps Two Leading
Television Execs to Chair Board of Directors*

LOS ANGELES, CA – June 10, 2010 – [PromaxBDA](#), the leading global association for marketing, promotion and design professionals in the entertainment industry, has elevated two members of its Board of Directors to Co-Chairmen. Lisa Gregorian, Chief Marketing Officer, Warner Bros. Television Group and Adam Stotsky, President of Marketing, NBC Entertainment, have been elected to serve as Co-Chairmen of the PromaxBDA Board of Directors.

PromaxBDA represents every major broadcast and cable television organization, many major radio, computer hardware and software corporations, internet and other emerging technology stakeholders, as well as top design, promotion and advertising agencies. Michael Benson, current Chairman of the Board of PromaxBDA and Executive Vice President, Marketing, ABC Entertainment Group, will be stepping down due to the completion of his term.

“Lisa and Adam have both made significant contributions to PromaxBDA as board members, and as Co-Chairmen, they will bring a wealth of insight, expertise and energy that will help drive the organization to a dynamic future,” said Jonathan Block-Verk, President and CEO, PromaxBDA. “The combined leadership of these two highly accomplished industry executives assures the positive growth and evolution of our organization.”

The Board of Directors is the governing body of PromaxBDA and oversees the annual budget, strategic planning of conferences, awards and year-round member services, and the development of long-term goals and organizational direction.

Lisa Gregorian has added her energy and experience to invigorate PromaxBDA’s direction as a member of the PromaxBDA Board of Directors. As Chief Marketing Officer for the Warner Bros. Television Group, Gregorian oversees the studio’s worldwide television marketing team and works closely with international television networks and stations to maximize the promotional marketing opportunities for all of the Studio’s television properties. Throughout her 24-year tenure with Warner Bros., Gregorian has spearheaded numerous innovative marketing programs and has been extremely instrumental to the growth and success of the company.

Adam Stotsky has been a member of the PromaxBDA Board of Directors since 2004 and served as Vice Chairman for two years. He has helped guide the organization to be a year-round resource for members and to navigate the evolving media landscape. As President of Marketing for NBC Entertainment, Stotsky leads all strategy, branding, creative, paid media, digital/social media and partnership marketing initiatives for NBC’s daytime, primetime and late night day-parts. In 2006, he was selected as one of Advertising Age’s “Marketing 50” and was also honored by Multichannel News as one of their “40 Under 40.”

The mission of PromaxBDA is to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms. PromaxBDA: The Conference is the world’s leading entertainment marketing, promotion and design

event. It will take place this year at the L.A. Live entertainment complex in downtown Los Angeles June 22-24. For more information visit PromaxBDA.org.

About PromaxBDA

PromaxBDA (www.promaxbda.org) is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry. PromaxBDA's mission is to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms. With a combined membership of over 3,000 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:

Laura Hart
Beck Media & Marketing
Laura@beckmedia.com
310-689-7363