

promaxbda

SCI FI CHANNEL DOMINATES BDA *WORLD GOLD* AWARDS

SHOWTIME, TROIKA DESIGN AND USA NETWORK ARE BIG WINNERS AMONG BDA *NORTH AMERICA* AWARDS

ARTIST PETER MAX ACCEPTS 2006 BDA LIFETIME ACHIEVEMENT AWARD

New York City, NY June 21, 2006 – Celebrating the achievements of its members tonight at New York City's Marriott Marquis at Time Square, the Broadcast Designers Association, part of the Promax/BDA global non-profit organization for marketing, promotion and design professionals in electronic media, held its annual BDA *World Gold* and BDA *North America* Awards. The awards ceremony falls midway through the organization's three day Conference of industry networking, idea sharing and keynote addresses from the world's most celebrated personalities.

The BDA kicked off the evening's ceremony by presenting its 2006 Lifetime Achievement Award to artist and pop icon Peter Max, whose work was influential and much imitated in advertising design in the late 60s and early 70s.

Dividing the awards competition into *North America* and *World Gold* based on entrants primary region of business, the big winner in the BDA *World Gold* Awards was the Sci Fi Channel, sweeping up 23 awards comprised of eight Gold Isis, nine Silver Isis and six Bronze Isis awards, far outdistancing other multiple award winners of the evening. Tying for second place among the big winners of the night were Britain's BSkyB, design house Ink Project and National Geographic Channel Asia, each winning a total of 11 Isis Awards. BSkyB and Ink Project each took home five Gold, three Silver and three Bronze; while National Geographic Channel Asia earned three Gold, five Silver and three Bronze Isis Awards.

In the *North America* Awards competition, Troika Design picked up 10 Gold Isis Awards as well as three Silver and two Bronze for a total of 15 awards. Showtime took home seven Gold, seven Silver and three Bronze for a total of 17 Isis Awards. USA Network earned 16 awards total, comprised of five Gold, five Silver and six Bronze. Other big winners include Fox Sports Marketing with eight Gold, Turner South and Fuel TV with seven Gold Isis awards each and CTV Television, which picked up five Gold Isis awards.

In addition to the newly redesigned BDA Isis statuette, created by the skillful artisans at R.S. Owens -- crafters of the Oscar and Emmy awards -- award recipients will have their winning entries added to the permanent collection of Promax/BDA media at the United States Library of Congress as part of The Robert Neer PROMAX/BDA Promos.tv Collection, containing over 6,900 winning promotional spots from PROMAX/BDA competitions worldwide since 1999.

About Promax/BDA

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of promotion, marketing and broadcast design professionals in the electronic media. For further information and a complete list of 2006 BDA winners, please visit, <http://www.promaxbda.tv>.

###

MEDIA CONTACT: Priority Public Relations

USA - Melissa Ford

(661) 964-0333

melissa@prioritypr.net

Europe - Marylou Johnston

(347) 601-1359

marylou@prioritypr.net