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2006 PROMAX/BDA CONFERENCE ENHANCES LINEUP **WITH LARRY KING**

CNN's "Master of the Mike" Joins "60 Minutes" Host Mike Wallace and Lifetime's Betty Cohen to Receive 2006 TV Century Award

Los Angeles, CA – June 7, 2006 – Providing its members with an elite lineup of industry icons, Promax/BDA has added CNN's Larry King to its Outlook 2006 session for its New York conference (June 20-22, 2006). Set for the morning of Wednesday, June 21, King will join numerous creatives, esteemed professionals and other worldly visionaries to share insights and forecasts for the upcoming year. He will also partake in a special discussion during the session with "60 Minutes" host, Mike Wallace, on the power of the television interview.

Hosted by NBC's Chief Marketing Officer, John Miller, Outlook 2006 will feature King, Mike Wallace and other first-class speakers, including Brent Magid, President & CEO, Frank Magid Associates; Bob Liodice, President & CEO, Association of National Advertisers, Inc; Frank Dudley, VP of Marketing, Guideline; Dennis Swanson, President of Station Operations, Fox Television Stations Group; Kyle Cooper, President, Creative Director, Prologue Films; Greg Moyer, General Manager, VOOM HD Networks; Dale Hopkins, COO G4TV; Marv Danielski, VP, Promo & Marketing, Hearst-Argyle Television; Michael Benson, SVP, Marketing, Advertising & Promotion, ABC Entertainment; and Malcolm Gladwell, author of "Blink."

Additionally, Promax/BDA has announced that King, Wallace and Lifetime Entertainment's President & CEO, Betty Cohen, are the recipients for the 2006 Television Century Awards. King and Wallace will receive their Television Century Awards on Wednesday afternoon during the Outlook 2006 session, while Cohen will receive hers Thursday morning.

"Larry King and Mike Wallace have each made an incredible impact on the landscape of broadcast journalism, making them ideal recipients of this prestigious award. Betty Cohen is a marketer's marketer. She is greatly respected for her career and is spearheading the Lifetime network into the next television age," said Jim Chabin, Promax/BDA President and Chief Executive Officer, in making the announcement. "I am both honored and excited to welcome them to this year's conference."

King—host of CNN's "Larry King Live"—celebrated his 49th year in broadcasting this year. His show is credited as being the first worldwide, phone-in television talk show and continues to be the network's highest-rated program. He has won multiple awards, written numerous books and has been dubbed "the most remarkable talk-show host on TV ever" by *TV Guide* and "master of the mike" by *Time* magazine.

King joins Wallace and other previously announced conference speakers, including host of MSNBC's "Hardball with Chris Matthews," Chris Matthews; author and social activist Dr. Maya Angelou; CNN anchor Anderson Cooper; director of the box-office hit "Ice Age: The Meltdown," Carlos Saldanha; and famed multi-dimensional artist Peter Max. For a complete list of participants, as well as the 2006 Promax/BDA Conference agenda, visit www.promaxbda.tv.

This year's Promax/BDA Conference will be held June 20-22 at the New York Marriott Marquis in Times Square and will include a profusion of stimulating seminars, workshops and hands-on demonstrations all designed to enlighten, empower and elevate the professional standings of its members.

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, please visit, <http://www.promaxbda.tv>.

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