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PROMAX/BDA ANNOUNCES NOMINEES FOR 2006 PROMAX NORTH AMERICA AWARDS

Top Promotion & Marketers Vie for Newly Designed Muse and Isis Awards

LOS ANGELES, CA – June 5, 2006 – Recognizing the best and brightest in promotion and marketing, Promax/BDA is pleased to announce its finalists for the 2006 Promax North America Awards. These Awards honor the best work—in promotion and marketing for electronic media—that was broadcast, published or released in North America for North American markets (the United States and Canada only). Winners will be presented the special redesigned Muse and Isis Award statuettes at this year's Promax/BDA Conference and Awards Show (June 20-22) at the New York Marriott Marquis in Times Square.

All winning entries will be added to the United States Library of Congress' media collection and will become part of a permanent record of living history, available to scholars, media professionals and the public as a resource for generations to come.

"We believe this year's entries have set a new standard for quality, demonstrate the best work in promotion and marketing and deserve to be recognized," said Jim Chabin, President & CEO of Promax/BDA.

For a complete list of the 2006 Promax BDA North America Awards finalists, please see the attached document or visit www.promaxbda.tv/awards_pro06_finalists_comp.asp.

The Promax/BDA Awards have been the benchmark for recognizing and rewarding outstanding promotion, marketing and design for television for more than 50 years. Entries must have been aired or used by a broadcast media-related entry such as a broadcast or cable station, a post-production facility, a design firm specializing in broadcast media or the Internet (including websites).

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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