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**PROMAX|BDA IS "LEADING THE MARKETING &
DESIGN ECONOMY" FOR THE 2009
CONFERENCE**

54th Annual Gathering Set for June 16-18, 2009 in New York City

Los Angeles, CA -- December 11, 2008 -- With budgets down and fewer resources available to create effective campaigns in today's multi-platform, global entertainment environment, Promax|BDA has devised an intense three-day schedule of sessions and workshops around the theme of "Leading the Marketing & Design Economy" for its 54th year gathering, dubbed 'The Conference'. Sessions will be held at the Hilton New York in Manhattan from June 16-18, 2009.

"Despite the economic meltdown, the public is consuming content, media and entertainment at a staggering rate. With virtually infinite choice of entertainment destinations, marketing, promotion and design professionals have emerged as the clear leaders in the international entertainment industry," said Jonathan Block-Verk , President of Promax|BDA. "This year's conference is about that leadership, optimism and opportunity in this new economic reality."

'The Conference' is now accepting proposals for sessions and speakers, and encourages the inclusion of ideas from all areas of the business. Those interested in proposing session content or speakers may visit www.promaxbda.org/sessionsubmission/ to complete the electronic submission form. Call for sessions are open until Friday, January 30, 2009.

In 2008, the Conference was marked as one of the most successful in recent history, with speakers that included Family Guy creator Seth MacFarlane, World Wrestling Entertainment Chairman, Vince McMahon, Reverend Jesse Jackson, Futurist Nicholas Negroponte, creative guru, Sir Ken Robinson, Fox Business's Neil Cavuto, as well as an impactful first time CMO roundtable which included ABC's Michael Benson, CBS's George Schweitzer, The CW's Rick Haskins, Fox's Joe Early, NBC's John Miller and Univision's Maryam Banikarim.

"As myriad content explodes across every conceivable platform, marketers are being tasked with solving the problem of aggregating fragmented audiences and driving content's value," said Michael Benson, EVP Marketing at ABC Entertainment, who also serves as Promax|BDA Chairman of the Board. "We've spent the last few years positioning both Promax|BDA and its Conference and activities as the single most important environment for the international entertainment industry to discuss emerging business trends, debate creative and strategic paradigms and decide the fundamental roles marketing, promotion and design will play in the value of media on an international scale."

To register for the conference or for more information about the event or the organization, visit www.promaxbda.org.

About Promax|BDA

Promax|BDA 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. For further information, please visit www.promaxbda.org.

