

FOR IMMEDIATE RELEASE

PROMAXBDA HONORS HUGH HEFNER Founder of Playboy Media Empire to Receive Lifetime Achievement Award, to be Interviewed by Larry King at Annual Conference in Los Angeles

Music Luminary David Foster and TV Titan Peter Liguori Set to Keynote June Event

LOS ANGELES, CA – April 26, 2010 – PromaxBDA, the leading global association for marketing, promotion and design professionals working in the entertainment industry, announced today that Hugh Hefner will accept the prestigious PromaxBDA Lifetime Achievement Award at the 2010 Conference taking place June 22 – 24 in Los Angeles. Also addressing the PromaxBDA delegation this June will be David Foster, one of the most successful songwriters/producers of all time, and Peter Liguori, Chief Operating Officer of Discovery Communications.

PromaxBDA attendees will have the unique opportunity to hear from Hefner, who will be interviewed by another media legend, Larry King, about building one of the most identifiable entertainment brands in the world over the last 50 years. Hefner will also discuss how the art and design of Playboy have influenced American culture. This session will take place on June 24 at 1:00 pm.

“Hugh Hefner has inspired a generation of creativity, and there is no denying that Playboy has been one of the most iconic brands of the last century,” said Jonathan Block-Verk, President and CEO of PromaxBDA. “We are proud to honor him with this year’s PromaxBDA Lifetime Achievement Award.”

In David Foster’s presentation, titled, “An Evening with the Hitman,” the legendary songwriter will talk about the creativity and inspiration that has led to his remarkable career, including winning 15 Grammy Awards.

Peter Liguori, Chief Operating Officer at Discovery Communications, will present a unique point of view on the importance of harnessing opportunity in an age of true multi-media.

PromaxBDA: The Conference 2010 will take place June 22 - 24 in Los Angeles at the LA Live complex. For more information about the conference agenda and to register, visit <http://www.promaxbda.org>. For up-to-the-minute conference updates, speaker information and exclusive discounts and promotions, follow PromaxBDA on Twitter at twitter.com/promaxbda.

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.

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