



PROMAX/BDA OPENS ITS DOORS TO A NEW GENERATION

New Education Initiative to Help Foster Future Marketing and Design Superstars

Los Angeles, CA – May 25, 2006 – Reaching out to mentor a new generation, Promax/BDA has announced an education initiative for marketing and design students. The exciting new program gives them the rare opportunity to attend its annual New York Conference (June 20–22) with a specialized curriculum and greatly reduced “student rate.” Students will get the chance to meet key industry contacts, attend custom-tailored sessions and participate in a unique job fair featuring HR executives from such high-profile companies as MTV, Madison Square Garden and World Wrestling Entertainment (WWE). Additionally, they will have the opportunity to attend the confab’s annual fusion of Master Series, Retrospectives and Learning Labs—all at more than 87% off the standard rate.

“Promax/BDA is the world’s largest association for promotion, marketing and broadcast designers,” said Jim Chabin, Promax/BDA President and Chief Executive Officer. “However, we recognize that you are only as strong as your ability to recruit the best and brightest. This exciting new education initiative allows us to encourage and mentor our members of tomorrow.”

Kicking off students’ agendas will be an orientation by Chabin, followed by a lively panel discussion on the roles, responsibilities and possible careers that exist in promotion, marketing and design. Industry experts such as Kim Rosenblum, SVP Creative, TV Land/Nick at Nite; Steve Kazanjian, VP DZN Media and Chairperson for BDA Board of Governors; and Michael Smith, SVP Marketing for The Food Network, will be on hand to share personal industry insight.

Students may also attend an exclusive “Coffee with the Board,” during which they will get face-time with Promax/BDA Board members, who comprise some of television’s top marketers and designers. While the education continues with an array of sessions specially identified for students from within the conference mix, several companies—such as MTV Networks—will offer panels exclusive to the student curriculum. Rounding out the experience is a special student job center where they can meet with top HR representatives and get feedback on their portfolios and reels.

“Students attending the conference will have a rare opportunity to make invaluable industry contacts, but also to learn from the inspiring personal experiences and enthusiastic words of today’s marketing and design leaders who were once in their shoes,” said Michael Mischler, Executive Vice President, Marketing for CBS/Paramount Domestic Television and member of the Promax Board of Directors. “We are very proud to welcome them to this year’s conference.”

The Promax/BDA Conference will be held June 20-22 at the Marriott Marquis at Times Square in New York City. For more information or to register please visit www.promaxbda.tv.

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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