

2006 PROMAX/BDA CONFERENCE ENRICHES LINEUP WITH FOUR NEW INFLUENTIAL SPEAKERS

**“Hardball” Host Chris Matthews,
“60 Minutes” and CBS News Correspondent Mike Wallace,
“Ice Age: The Meltdown” Director Carlos Saldanha and
Multi-Dimensional Creative Artist Peter Max**

Los Angeles, CA – May 9, 2006 – Promax/BDA has announced the addition of four new fascinating industry icons as speakers for its annual New York conference (June 20-22, 2006). Joining the 2006 roster will be host of MSNBC’s “Hardball with Chris Matthews,” Chris Matthews; “60 Minutes” and CBS News correspondent Mike Wallace; director of the current box-office hit “Ice Age: The Meltdown,” Carlos Saldanha, and famed multi-dimensional artist Peter Max. Each of these exceptional individuals will play a special role in furthering the associations’ charge to motivate, inspire and invigorate the creative juices of members.

The four newly added speakers join the Promax/BDA’s previously announced keynotes, including author and social activist Dr. Maya Angelou; AOL Broadband’s Executive Vice President and Chief Operating Officer Kevin Conroy; Fox Television Stations’ President of Station Operations Dennis Swanson; and CNN anchor Anderson Cooper. For a complete list of participants, as well as the 2006 Promax/BDA Conference agenda, visit www.promaxbda.tv.

“At every Promax/BDA Conference, we look to secure speakers who are uniquely qualified to enlighten our members with their valuable insights,” said Jim Chabin, Promax/BDA President and Chief Executive Officer, in making the announcement. “These four individuals—with their diverse, yet powerful credentials—will undoubtedly shed some invaluable wisdom at the podium.”

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.

Editors: Please note complete bios for speakers are attached.

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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CHRIS MATTHEWS**Host, MSNBC's "Hardball with Chris Matthews"****Host, NBC's "The Chris Matthews Show"**

Chris Matthews hosts "Hardball with Chris Matthews," Monday through Friday on MSNBC. Matthews is also the host of "The Chris Matthews Show," a syndicated weekly news program produced by NBC News and distributed by NBC Universal Television Distribution. Mr. Matthews is a regular commentator on NBC's "Today Show."

A television news anchor with remarkable depth of experience, Matthews has distinguished himself as a broadcast journalist, newspaper bureau chief, Presidential speechwriter, and best-selling author. Matthews covered the fall of the Berlin Wall, the first all-races election in South Africa and the Good Friday Peace Talks in Northern Ireland. In 1997 and 1998, his digging in the National Archives produced a series of *San Francisco Examiner* scoops on the Nixon presidential tapes. Matthews has covered American presidential election campaigns since 1988, including the five-week recount of 2000. In 2005 Matthews covered the funeral of Pope John Paul II.

In March 2004, he received the David Brinkley Award for Excellence in Broadcast Journalism. He has also been awarded The Abraham Lincoln Award from the Union League of Philadelphia and in 2005 he received the Gold Medal Award from the Pennsylvania Society.

Matthews worked for 15 years as a print journalist, 13 of them as Washington Bureau Chief for *The San Francisco Examiner* (1987 - 2000), and two years as a national columnist for *The San Francisco Chronicle*, which was syndicated to 200 newspapers by United Media.

Prior to that, Matthews spent 15 years in politics and government, working in the White House for four years under President Jimmy Carter as a Presidential speechwriter and on the President's Reorganization Project, in the U.S. Senate for five years on the staffs of Senator Frank Moss (Utah) and Senator Edmund Muskie (Maine), and as the top aide to Speaker of the House Thomas P. "Tip" O'Neill, Jr. for six years.

Matthews is the author of four best-selling books, including *American: Beyond Our Grandest Notions* (2002), a *New York Times* best seller. His first book, *Hardball* (1988) is required reading in many college-level political science courses. *Kennedy & Nixon* (1996) was named by *The Readers Digest* "Today's Best Non-fiction" and served as the basis of a documentary on the History Channel. Now, *Let me Tell What I Really Think* (2001) was another *New York Times* best-seller.

A graduate of Holy Cross College, Mr. Matthews did graduate work in economics at the University of North Carolina at Chapel Hill. Matthews also worked for two years as a trade development advisor with the U.S. Peace Corps in the southern African nation of Swaziland.

Matthews was a visiting fellow at Harvard University's John F. Kennedy School of Government, Institute of Politics. He holds 14 honorary Ph.D.s.

Matthews is married to Kathleen Matthews, award-winning news anchor for the ABC affiliate WJLA in Washington, D.C. They have three children: Michael, Thomas and Caroline.

MIKE WALLACE

60 MINUTES, CBS News Correspondent

Mike Wallace has been a "60 MINUTES" correspondent since its premiere on Sept. 24, 1968. He recently announced his intention to become a correspondent emeritus, effective at the end of the 2005-06 season—his 38th on the broadcast. In his new role, he will no longer appear regularly on "60 MINUTES," but can occasionally contribute to the news magazine and all CBS News broadcasts.

Among his recent journalistic triumphs was his headline-making interview with ex-Major Leaguer and admitted steroid user Jose Canseco. He also interviewed Russian President Vladimir Putin this past season. In 2002, he obtained an exclusive interview with John Nash, the mentally ill genius on whose life the controversial Academy Award-winning film "A Beautiful Mind" was based. Wallace arranged for Louis Farrakhan and the eldest daughter of Malcolm X, who has accused Farrakhan of indirect complicity in her father's assassination, to be interviewed together for "60 MINUTES." The meeting, broadcast in May 2000, resulted in front-page news when Farrakhan admitted that his words might have egged on the assassins.

His third book, "Between You and Me," written with Gary Paul Gates, was published in October 2005 (Hyperion).

In 1998, Wallace had one of the biggest scoops of the year: he was the only reporter to accompany U.N. Secretary General Kofi Annan to Iraq on his mission to prevent war between Saddam Hussein and the Allies. His exclusive interview with Annan was broadcast on "60 MINUTES" on Feb. 22, 1998. His controversial report on Dr. Jack Kevorkian in November of that year, in which "60 MINUTES" broadcast Kevorkian's own videotape showing him injecting lethal drugs into a terminally ill man, spurred debate and media coverage for weeks.

Wallace's no-holds-barred interviewing technique and enterprising reportage are well known, and his numerous and timely interviews read like a who's who of newsmakers: George H.W. Bush, Ronald and Nancy Reagan, Jimmy and Rosalynn Carter, Gerald Ford, Richard Nixon, Lyndon B. Johnson, John F. Kennedy, Deng Xiaoping, Manuel Noriega, the Ayatollah Khomeini, Menachem Begin, Anwar el-Sadat, Yasir Arafat, the Shah of Iran, King Hussein, Hafez Assad, Muammar Qaddafi, Kurt Waldheim, H. R. Haldeman, Vladimir Horowitz, Itzhak Perlman, Mikhail Baryshnikov, Leonard Bernstein, and Johnny Carson among many others.

Wallace's experience as a newsman dates back to the 1940s, when he was a radio news writer and broadcaster for the *Chicago Sun*. After serving as a naval communications officer during World War II, he became a news reporter for radio station WMAQ Chicago. He first joined CBS in 1951, left the Network in 1955 and returned in 1963, when he was named a CBS News correspondent.

His numerous television credits include "Night Beat" (1956-57) and "The Mike Wallace Interview" (1957-60). From 1959 to 1961, he anchored the Peabody Award-winning public-affairs series "Biography," which focused on a wide range of historical figures, including Mao Zedong, Joseph Stalin, Helen Keller, Mark Twain, Babe Ruth and Clarence Darrow. His book *Mike Wallace Asks*, a compilation of interviews from "Night

Beat" and "The Mike Wallace Interview," was published in 1958. His memoir, *Close Encounter*, co-authored with Gary Paul Gates, was published in 1984.

Wallace reported from Vietnam in 1962 and, after returning to CBS, covered the war several times between 1967 and 1971. In September 1990, CBS News presented a one-hour special, "Mike Wallace Then and Now," which recalled Wallace's 40 years of reporting and interviewing. In June 1992, he anchored the CBS News/*Washington Post-Newsweek* co-production "Watergate: The Secret Story," which marked the 20th anniversary of the break-in at the Watergate complex. In December 1993, he anchored "CBS Reports: 1968," which chronicled that watershed year in U.S. history. His news-making interview with the highest-ranking tobacco executive ever to turn whistle-blower, Dr. Jeffrey Wigand, who revealed critical tobacco industry secrets for the first time on television, was broadcast on "60 MINUTES" and the "CBS EVENING NEWS" in February 1996.

In September 2003, he received a Lifetime Achievement Emmy, marking his 20th Emmy Award. In May 2002, he won the Fred Friendly First Amendment Award, given by Quinnipiac College, for his journalistic contributions to free speech. Wallace won the Robert F. Kennedy Journalism Award grand prize and television first prize in 1996 for the "CBS Reports" broadcast "In the Killing Fields of America" (January 1995), a three-hour report he co-anchored on violence in America. His other professional honors include 19 Emmy Awards, three Alfred I. duPont-Columbia University Awards, three George Foster Peabody Awards, a Robert E. Sherwood Award, a Distinguished Achievement Award from the University of Southern California School Of Journalism and a Robert F. Kennedy Journalism Award in the international broadcast category.

Wallace was elected a fellow of the Society of Professional Journalists, Sigma Delta Chi (November 1975), and was awarded an honorary doctorate in humane letters by the University of Massachusetts (1978). In May 1987, he received an honorary doctorate of laws from the University of Michigan and, in 1989, an honorary doctorate of laws from the University of Pennsylvania. He was honored in September 1989 by Chicago's Museum of Broadcast Communications for his lifetime contribution to radio and television. In June 1991, he was inducted into the Television Academy Hall of Fame and, in September 1991, he was honored by the Radio/Television News Directors Association (RTNDA) with the Paul White Award. In 1993, he was named Broadcaster of the Year by the International Radio and Television Society.

Wallace was born May 9, 1918, in Brookline, Mass. He was graduated from the University of Michigan in 1939 with a B.A. degree. He has a son, Chris, and a daughter, Pauline, and lives in New York with his wife, Mary Yates.

CARLOS SALDANHA

Director of "Ice Age: The Meltdown"

Carlos Saldanha is currently Director of *Ice Age: The Meltdown*, the third computer-animated feature film from 20th Century Fox and Blue Sky Studios. He was co-director for both of 20th Century Fox and Blue Sky Studios' previous animated features, "Robots," released in March 2005 and "Ice Age", which was nominated for an Oscar in 2003. Carlos directed the animated short film, "Gone Nutty," which was nominated for an Oscar in 2004.

He has been a part of Blue Sky's creative team since 1993, after completing his animated short film, "Time for Love," which has been screened at animation festivals around the world. Carlos has won many awards, including a People's Choice Award at Images du Futur in Montreal and Best Artistic Film at the International Computer Film Festival in Geneva, Switzerland.

Carlos was Blue Sky's supervising animator for the talking and dancing roaches in the feature film, "Joe's Apartment" (1996). He was also the Director of Animation for the computer generated characters in "A Simple Wish" (1997) and "Fight Club" (1999).

In addition to feature projects, Carlos has directed and animated a number of television commercials. "Big Deal," a spot for Bell Atlantic, won numerous awards, including a 1997 Bronze Clio. In 1999, he won a Gold Clio for animation on "Re-Incarnated," a Tennents Beer commercial for its 1998 Soccer World Cup campaign in Europe.

Born in Rio de Janeiro, Brazil, Carlos graduated in 1993 with an M.F.A. in Animation from the School of Visual Arts in New York, NY.

Filmography:

Ice Age 2 The Meltdown – Director
Robots (2005) – Co-director
Ice Age (2002) – Co-director
Gone Nutty (2002) – Director
Fight Club (1999) – Director of Animation
A Simple Wish (1997) – Director of Animation
Joe's Apartment (1996) – Supervising Animator
Time for Love (1993) – Creator and Director

PETER MAX

Multi-Dimensional Creative Artist

Peter Max is a multi-dimensional creative artist. He has worked with oils, acrylics, water colors, finger paints, dyes, pastels, charcoal, pen, multi-colored pencils, etchings, engravings, animation cells, lithographs, serigraphs, silk screens, ceramics, sculpture, collage, video and computer graphics. He loves all media, including mass media as a "canvas" for his creative expression.

As in his prolific creative output, Max is as passionate in his creative input. He loves to hear amazing facts about the universe and is as fascinated with numbers and mathematics as he is with visual phenomena.

"If I didn't choose art, I would have become an astronomer," states Max, who became fascinated with astronomy while living in Israel, following a ten-year upbringing in Shanghai, China. "I became fascinated with the vast distances in space as well as the vast world within the atom," says Max.

Peter's early childhood impressions had a profound influence on his psyche, weaving the fabric that was to become the tapestry of his full creative expression.

It was a childhood filled with magic and adventure, an odyssey the likes of which few people have had, artists included.

European born, Peter was raised in Shanghai, China, where he spent his first ten years. He lived in a pagoda-style house situated amidst a Buddhist monastery, a Sikh temple and a Viennese cafe. And yet, with all that richness and diversity of culture, he still had a dream of an adventure yet to come in a far-off land called America.

From American comic books, radio broadcasts and cinema shows, young Peter formed an impression of the land of Captain Marvel, Flash Gordon, swing jazz, swashbucklers, freedom and creativity.

But the American adventure was far in the future. In the decade to follow, Peter would discover many other fascinating worlds that fanned the fires of his imagination.

At the age of ten, Peter and his parents traveled across the vast expanse of China to a Tibetan mountain camp at the foothills of the Himalayas. Then they journeyed 9,000 feet up to a beautiful, white-turreted hotel in a mountain paradise that seemed like Shangri-La.

After their return to Shanghai, the family left on another voyage of discovery, around India, the continent of Africa, and Israel, where Peter studied art with a Viennese fauve painter. It was in Israel that young Peter also developed a love and fascination for astronomy.

In 1953, Peter's family emigrated to America after a six-month visit to Paris. Though it was a relatively short stay, Peter enrolled in an art school and absorbed the culture and art heritage of Paris. At the age of sixteen, Peter realized his childhood vision and arrived in America.

After completing high school, he continued his art studies at The Art Student's League, a renowned, traditional academy across from Carnegie Hall in Manhattan. Here, Peter learned the rigid disciplines of realism and developed into a realist painter.

When he left art school, Max had become fascinated with new trends in commercial illustration and graphic arts, from America as well as Europe and Japan. He decided to try his hand at it and within a short time, he won awards for album covers and book jackets, which combined his own brand of realism with graphic art techniques.

Max also admired the work of contemporary photographers such as Bert Stern, Richard Avedon, and Irving Penn, which led to his photo collage period, in which he had captured the psychedelic era of the mid '60s.

As the '60s progressed, the photo collages gave way, to his famous "Cosmic '60s" style, with its distinctive line work and bold color combinations.

This new style developed as a spontaneous creative urge, following Max's meeting with Swami Satchidananda, an Indian Yoga master who taught him meditation and the spiritual teachings of the East.

Max's Cosmic '60s art, with its transcendental imagery captured the imagination of the entire generation and catapulted the young artist to fame and fortune.

Max was suddenly on numerous magazine covers, including Life Magazine, and appeared on national TV. Max's visual impact on the '60s has often been compared to the influence the Beatles had with their music.

In the 1970s, Max gave up his commercial pursuits and went into retreat to begin painting in earnest. He submersed himself in his art for several years, and was only induced to come out of retreat on occasion through special commissions by the Federal government agencies: the U.S. Border murals, the first 10¢ U.S. postage stamp, and projects for the Federal Energy Commission.

For July 4, 1976, Max created a special installation and art book, Peter Max Paints America, to commemorate America's bicentennial. It was the year Max also began his annual July 4th tradition of painting the Statue of Liberty. In 1982, Max painted six Liberties on the White House lawn, and then personally helped to actualize the statue's restoration, which was completed in 1986.

In the years that followed, Max developed his new atelier, with a primary focus on paintings, mixed media works and limited graphic editions. Of the thousands of requests that came in for posters, Max was drawn to those that synchronized with his own concerns: environmental, human, and animal rights.

He began a series of works called the Better World series, and created a painting called "I love the World," depicting an angel embracing the planet, inspired by his backstage experience at the Live Aid concert.

In 1989, for the 20th anniversary of Woodstock, Max was asked to create world's largest rock-and-roll stage for the Moscow Music Peace Festival. Soon after the festival, in October, 1989, Max unveiled his "40 Gorbys," a colorful homage to Mikhail Gorbachev.

Prophetically, a few weeks later, communism fell in Eastern Europe and Max was selected to receive a 7,000-pound section of the Berlin Wall, which was installed on the Aircraft Carrier U.S.S. Intrepid Museum. Using a hammer and chisel, Max carved a dove from within the stone and placed it on top of the wall to set it free.

In 1991, Max's one-man retrospective show at the Hermitage Museum in St. Petersburg drew the largest turnout for any artist in Russian history. Over 14,500 people attended!

As a painter for four former U.S. Presidents (Carter, Ford, Bush and Reagan) in 1993, Max was approached by the inaugural committee to create posters for Bill Clinton's inauguration. He was later invited to the White House to paint the signing of the Peace Accord.

Max has always been ready to apply his creative talent to important global events and has produced posters for many such events, including Summit of the Americas, Gorbachev's State of the World Forum, and the United Nations Earth Summit, for which he had designed a series of twelve stamps that became the best-selling stamps in U.N. history. For the U.N.'s 50th anniversary, Max produced an installation of fifty paintings in different color combinations of the landmark United Nations Building.

A lover of music, Max has been designated Official Artist for the Grammys, The 25th Anniversary of the New Orleans Jazz Festival and the Woodstock Music Festival.

In the sports arena, Max has been the Official Artist for five Super Bowls, The World Cup USA, The U.S. Tennis Open and the NHL All-Star Game.

Always an optimist, Max sees a fabulous new age for the new millennium, filled with enormous possibilities. He also sees a need for a greater responsibility to our planet, and he is ever ready to serve as the "Global Artist."

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