

# promaxbda

## **UK'S RED BEE MEDIA AND BSKYB AND ITALY'S FOX INTERNATIONAL DOMINATE PROMAX WORLD GOLD AWARDS**

## **THE NBC AGENCY, ABC, BELL EXPRESSVU AND HBO ARE BIG WINNERS AMONG PROMAX NORTH AMERICA AWARDS**

New York City, NY June 22, 2006 – Culminating three days of industry networking, idea sharing and keynote addresses from the world's most celebrated personalities, Promax/BDA, the global non-profit organization for marketing, promotion and design professionals in electronic media, hosted its annual Promax *World Gold* and Promax *North America* Awards celebrating the achievements of its members tonight at New York City's Marriott Marquis at Time Square.

Hosted by *Saturday Night Live's* Darrell Hammond, the awards ceremony served as the closing event of the 2006 Promax/BDA Conference and was followed by a late-night party hosted by *Entertainment Tonight*. Commenting on the success of this year's event, Jim Chabin, Promax/BDA President and Chief Executive Officer, said: "The worldwide prestige and value of the *Promax World Gold* and *Promax North America Muse Awards* are exemplified by the caliber of work and the talented individuals that create that work. This year, we received an unprecedented number of submissions from companies around the globe so our winners should take pride in knowing they are truly the world's best."

Dividing the awards competition into *North America* and *World Gold* based on entrants primary region of business, the big winners in the Promax *World Gold* Awards were design house Red Bee Media, who carted home 15 Gold and six Silver Muse Awards and Italian broadcaster Fox International, who picked up 13 Gold and eight Silver Muse Awards. BSKyB was also among the big winners in the *World Gold* competition with 11 Gold and three Silver Muse Awards.

In the *North America* Awards competition, The NBC Agency led the charge with a whopping 16 Gold and nine Silver Muse Awards. ABC and Bell ExpressVu followed with 18 awards each – ABC had 13 Gold and five Silver, while Bell ExpressVU earned 12 Gold and six Silver. HBO was close behind with eight Gold and nine Silver awards.

In addition to the newly redesigned Promax Muse statuette, created by the skillful artisans at R.S. Owens -- crafters of the Oscar and Emmy awards, award recipients will have their winning entries added to the permanent collection of Promax/BDA media at the United States Library of Congress, as part of The Robert Neer Promax/BDA Promos.tv Collection, containing over 6,900 winning promotional spots from Promax/BDA competitions worldwide since 1999.

### **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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**Editors:** Please note a complete list of 2006 Promax *World Gold* and Promax *North America* Award winners is attached.

**MEDIA CONTACT:** Priority Public Relations

USA - Melissa Ford  
(661) 964-0333  
[melissa@prioritypr.net](mailto:melissa@prioritypr.net)

Europe - Marylou Johnston  
(347) 601-1359  
[marylou@prioritypr.net](mailto:marylou@prioritypr.net)