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PROMAX/BDA • NEW YORK

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McMAHON 'NATURAL CHOICE' FOR ACHIEVEMENT AWARD

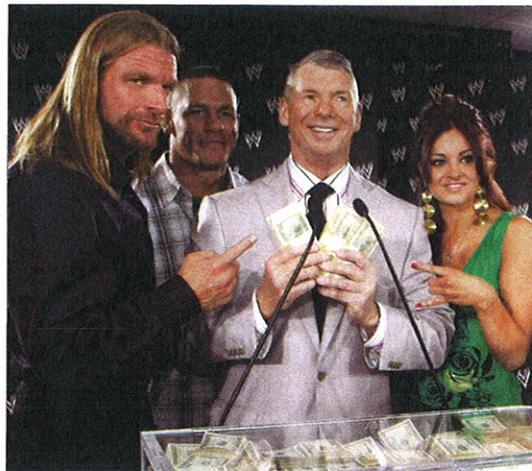
BY DENNIS BARKER

He's been thrown to the floor, slammed with chairs, and even had his limo bombed on his very own appreciation night. But expect no smackdowns at 3 P.M. today when Promax/BDA gives its 2008 Lifetime

"Vince McMahon was a natural choice to receive this year's Lifetime Achievement Award—an honor we would only bestow upon someone whose body of work is a roadmap of marketing success," said Jonathan Block-Verk, Promax/BDA president. "McMahon has had the drive and vision to evolve his company with the times, taking a syndicated TV program and transforming it into a global, multiple-platform entertainment phenomenon."

And even the uber showman himself seems slightly awed by the recognition: "A lifetime achievement award from Promax is the ultimate in gratification for anyone who has spent his entire career as a marketer," McMahon told *EXTRA EXTRA* as he prepared for the honor.

McMahon was born into wrestling and promotion, and in 1979 took over his father's Capitol Wrestling Corp. Back then, wrestling was a small, regional business, with local bosses controlling their respective territories. McMahon rebelled against those market restraints after taking control of the World Wrestling Federation.



Vince McMahon receives Lifetime Achievement Award today.

Achievement Award to Vince McMahon, chairman of the board of World Wrestling Entertainment and the man behind one of the most surprising marketing triumphs of modern times. (Oh, and in case you were wondering, the limo bombing was a promotional stunt.)