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TV GUIDE NETWORK HOST LISA RINNA PRESIDES OVER EVENING OF HONORS AT 2008 PROMAX/BDA PROMOTION & MARKETING AWARDS

**CTV Creative Agency, MTV Networks, Discovery Networks UK, Fox Channels Italy,
CanWest and FX Dominate Evening**

New York City, NY – June 19, 2008 – Emceed by Lisa Rinna, TV Guide Network's red carpet host who wowed America on *Dancing with the Stars*, the 2008 Promax/BDA Promotion & Marketing Awards honored television's top promotion and marketing work tonight at the Hilton New York Hotel. The ceremony, which highlighted a cross-section of North America and World Gold award winners, wrapped up the global non-profit organization's annual three-day conference, an intensive lineup of sessions, workshops and networking events.

"We were definitely blown away by just how much fantastic work was submitted for consideration," said Jonathan Block-Verk, President of Promax/BDA. "Yet, several campaigns definitely emerged as the most innovative, effective and creative. And this evening has really served to showcase marketing and promotion's sophistication and sheer creativity around the world."

With honors divided regionally into North America and World Gold, the night's big winners among the North American entries were CTV Creative Agency and MTV Networks, which earned 11 Golds a piece; CanWest Broadcasting with 10; and FX Networks with six Gold statues.

Among the World Gold contenders, Fox Channels Italy topped the list, with the most company wins at five. The campaign earning the most Gold was Discovery Networks UK's *London Ink* launch, which took home three Gold statues.

In a separate, special presentation and Q&A session, WWE Chairman and CEO Vince McMahon was honored with a 2008 Promax/BDA Lifetime Achievement Award for his tireless efforts and resounding success in transforming a syndicated television program into a global entertainment brand across multiple platforms.

For a complete list of 2008 Promax/BDA Promotion and Marketing Awards winners, visit <http://www.promaxbda.org/awards.asp?n=08propromotion>.

About Promax/BDA

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of entertainment and information content marketing, promotion and design professionals. For further information, visit <http://www.promaxbda.org>.

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