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**PROMAXBDA CONFIRMS ALL-STAR JURY FOR SECOND ANNUAL
SPORTS MEDIA MARKETING AWARDS**

Leading Industry Execs to Determine Best in Sports Media Marketing

LOS ANGELES – August 4, 2011 – PromaxBDA, the leading global association for marketing, promotion and design professionals in the media industry, has announced the jury for its second annual Sports Media Marketing Awards competition. The awards ceremony, taking place November 15, 2011 in New York City, will honor the creativity, excellence and innovation in sports media marketing and promotion. The deadline for entries is August 18, and more information can be found at promAXBDA.org/sportsmedia.

An esteemed group of sports industry leaders and marketing professionals will serve as jury members determining winners in the competition's "Titanium" categories. David Levy, president of sales, distribution and sports, Turner Broadcasting System, Inc., will serve as jury chair.

2011 jury members are:

- Sean Bratches, EVP, Sales and Marketing, ESPN
- Tim Brosnan, EVP, Business, MLB
- Paul Guyardo, EVP, Chief Sales and Marketing Officer, DIRECTV
- Christopher Hercik, Creative Director, Sports Illustrated
- Amy Latimer, SVP, Sales and Marketing, Boston Bruins
- Eric Markgraf, CMO, Fox Sports
- Daniel Meiseles, EVP and EP, Production, Programming and Broadcasting, NBA Entertainment
- Luc Robitaille, President of Business Operations, Los Angeles Kings
- Mark Waller, CMO, NFL
- Casey Wasserman, Founder and CEO, Wasserman Media Group
- CHAIR: David Levy, President of Sales, Distribution and Sports, Turner Broadcasting System, Inc.

"The industry response to the Sports Media Marketing Awards has been overwhelming, internationally" said Jonathan Block-Verk, president & CEO of PromaxBDA International. "This elite jury of industry luminaries is the perfect group to determine and recognize the years' most compelling, strategic and creative work from the sports media marketing industry."

Levy said: "In just its second year, the Sports Media Marketing Awards has established itself as an important competition and event and I am honored to again serve as jury chair. It's a 'must-attend' for anyone who cares about the creativity that drives our industry."

Titanium Award

Top scoring entries within the following select categories across industry sectors will

advance to the elite jury selection process, compete against each other and a single winner from each category will be presented the coveted Titanium Award. Titanium Award categories are:

- BEST SPOT
- BEST USE OF AN ATHLETE/ BEST PARTNERSHIP WITH AN ATHLETE
- BEST USE OF HUMOR
- BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN
- BEST DIRECTING
- BEST OVERALL INTEGRATED MEDIA MARKETING CAMPAIGN

The SMMAAs also will honor individuals past and present who have greatly influenced the industry. Among last year's individual honorees were Game-Changer Award winner, UFC President Dana White and sports marketing legend and Lifetime Innovator winner, Tony Ponturo.

For more information on the Sports Media Marketing Awards and a complete list of categories, visit promaxbda.org/sportsmedia.

Inaugural PromaxBDA Sports Media Marketing Summit

The inaugural PromaxBDA Sports Media Marketing Summit will take place at the Millennium Broadway Hotel in New York City on November 15. Early registration is available through August 31 at the discounted rate of \$795. To register or for more information, visit promaxbda.org/sportsmedia.

Building on the successful awards program from last year the summit is a new professional development event exploring the issues, trends and emerging opportunities affecting success in sports media marketing. The packed one-day event is an all-inclusive forum for common thought, bonding and community for sports media marketing and promotion executives.

About PromaxBDA

PromaxBDA (promaxbda.org) is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry. PromaxBDA's mission is to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms. With a combined membership of over 3,000 companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

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