



FOR IMMEDIATE RELEASE

NAMIC ANNOUNCES WINNERS OF 2008 EXCELLENCE IN MULTI-CULTURAL MARKETING AWARDS

New York, NY – August 19, 2008 – Winners of the **2008 Excellence In Multi-Cultural Marketing Awards (EMMA)** competition were announced today by NAMIC (National Association for Multi-ethnicity in Communications). Recognizing the cable industry's campaigns that demonstrate best practices in multi-cultural marketing, the awards will be presented on Monday, September 15, 2008 at a special session of the **22nd Annual NAMIC Conference, Diversity: Pipeline to Innovation**. Taking place at the New York Marriott Marquis, the three-day conference is scheduled for September 14-16, 2008.

The NAMIC Excellence In Multi-Cultural Marketing Awards are sponsored by **ESPN Deportes** and presented in conjunction with **CableFAX Daily**, the competition's exclusive media partner. The program is comprised of two award categories: **case studies/campaigns** and **marketing tactics**. Entries in each category are judged within two divisions: **companies/distributors** and **networks/industry suppliers**.

"The buying power of ethnic consumers has greater impact year over year," said **Daphne Leroy**, vice president, Marketing and Communications, NAMIC. "We are proud to raise awareness of the outstanding efforts put forth by the NAMIC EMMA winners to reach multi-ethnic communities, which are critical to the viability of our industry."

Cox Communications and **Rogers Cable Communications** each received three first-place wins to lead all first-place honorees in the cable companies/distributors division. **Comcast** earned two first-place honors. **Time Warner Cable** finished first-place in a single category.

TBS led all networks/industry suppliers with five first-place awards. **TV One** also earned multiple honors, including two first-place wins. Networks earning a single first-place win include: **International Networks** and **Si TV**. **Discovery Networks U.S. Hispanic Group** took first place honors in the newly added "Diversity Awareness" category. Additional winners within the networks/industry suppliers group include: **Ameredia, Inc.**, **BET**, **Home Box Office, Inc.**, **MTV**, **mun2**, **Showtime Networks Inc.**, **iSorpresa!**, **TuTv**, **Univision Communications Inc.**, and **VH1**.

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The **NAMIC Multi-Cultural Marketing Committee**, a consortium of the industry's leading multi-cultural marketing experts, produces the awards competition. Campaigns eligible for entry are developed for the cable and telecommunications industry with the goal of targeting one or more cultural segments, such as the African American, Asian and Hispanic markets. Entries were evaluated on elements such as sound and innovative strategy, strength of creative execution against the strategy and evaluation of results. Deviating from the traditional "best of" competition method, each entry was judged against a standard of excellence and not against other entrants.

To register for the 22nd Annual NAMIC Conference or learn more about the NAMIC Excellence In Multi-Cultural Marketing Awards, visit www.namic.com or call the NAMIC national headquarters at 212-594-5985. The complete list of NAMIC EMMA winners follows.

About NAMIC

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on multi-ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC is comprised of 2,000 professionals belonging to a network of 17 chapters nationwide. Through initiatives that focus on education, advocacy and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve. For more information, please visit www.namic.com.

2008 NAMIC EXCELLENCE IN MULTI-CULTURAL MARKETING AWARDS (EMMA) WINNERS

Case Studies/Campaigns Category

Cable Companies and Distributors:

First Place

Company: Cox Communications

Entry Title: *Cox Central Florida Negro Baseball League Project*

Second Place (tie)

Company: Time Warner Cable

Entry Title: *Know Your/Our History*

Second Place (tie)

Company: Time Warner Cable, Local News Division

Entry Title: *Increasing Usage and Awareness of a Free On-Demand News Channel to African American Customers*

Third Place (tie)

Company: Comcast

Entry Title: *Detroit Masala Expansion*

Third Place (tie)

Company: Cox Communications New Orleans

Entry Title: *Annual Our History Art Contest*

(more)

Networks and Industry Suppliers:

First Place

Company: International Networks

Entry Title: *Filipino On Demand Launch Campaign*

Second Place (tie)

Company: International Networks

Entry Title: *Celebrate Diwali with Bollywood Hits On Demand*

Second Place (tie)

Company: TuTv

Entry Title: *Lucha Libre Bajo Las Estrellas/Wrestling Night Under The Stars*

Second Place (tie)

Company: VH1

Entry Title: *VH1 Hip Hop Honors Weekend*

Third Place (tie)

Company: mun2

Entry Title: *The Ultimate Quinceanera*

Third Place (tie)

Company: iSorpresa!

Entry Title: *iSorpresa! Brand Re-Launch 2007-2008*

Third Place (tie)

Company: Showtime Networks Inc

Entry Title: *Mi Showtime MySpace Campaign*

Marketing Tactics Category

Cable Companies and Distributors:

DIRECT MAIL

First Place

Company: Comcast

Entry Title: *GMA Mari Mar Fever Direct Mail (Filipino)*

GRASSROOTS

First Place

Company: Cox Communications

Entry Title: *Cox Central Florida Negro Baseball League Project*

Second Place

Company: Comcast

Entry Title: *GMA Mari Mar Fever Table Tent (Filipino)*

(more)

INTERNET/NEW MEDIA

First Place

Company: Rogers Cable Communications Inc

Entry Title: *Rogers.com/desi*

OUT OF HOME

First Place

Company: Rogers Cable Communications Inc

Category: *Rogers.com/desi*

Second Place

Company: Time Warner Cable

Entry Title: *Time Warner Cable Los Angeles Region Hispanic FSI 2008*

PRINT

First Place

Company: Cox Communications, Northern Virginia

Entry Title: *Cox Northern Virginia International Tier Launch*

Second Place

Company: Comcast

Entry Title: *SET Asia Free Preview*

RADIO

First Place

Company: Rogers Cable Communications Inc

Entry Title: *Badiya Festival, Badiya Offer (Diwali)*

TELEVISION

First Place

Company: Time Warner Cable

Entry Title: *2 Product Acquisition TV "Plasma"*

Second Place

Company: Cox Communications

Entry Title: *African American DRTV-Critics*

ALL OTHER MEDIA

First Place

Company: Comcast

Entry Title: *Custom CD-Valentine's Day (Filipino)*

Second Place

Company: Time Warner Cable

Entry Title: *"Llamadas ilimitadas"*

(more)

Networks and Industry Suppliers:

DIRECT MAIL

First Place

Company: TV One

Entry Title: *Our History Month Campaign*

Second Place

Company: Comcast / Ameredia, Inc.

Entry Title: *Hispanic "Thalia" Mailer*

Third Place (tie)

Company: TuTv

Entry Title: *Charter Latino Summer Getaway*

Third Place (tie)

Company: Univision Communications Inc.

Entry Title: *Univision Communications Inc. and Cox Communications New Orleans 2007 Copa America*

DIVERSITY AWARENESS

First Place

Company: Discovery Networks U.S. Hispanic Group

Entry Title: *Discover Diversity*

Second Place

Company: International Networks

Entry Title: *A Year Of Opportunity: 2008 International Networks Calendar*

GRASSROOTS

First Place

Company: TBS

Entry Title: *Tyler Perry's House of Payne*

Second Place

Company: Comcast / Ameredia, Inc.

Entry Title: *Philly Ethnic Events Marketing*

INTERNET/NEW MEDIA

First Place

Company: TBS

Entry Title: *Tyler Perry's House of Payne*

Second Place

Company: Home Box Office, Inc.

Entry Title: *HBO Black History Month '08 Online Rich Media Banner*

(more)

Third Place

Company: BET

Entry Title: *Keyshia Cole: The Way It Is*

OUT OF HOME

First Place

Company: TBS

Entry Title: *Tyler Perry's House of Payne*

Second Place

Company: Home Box Office, Inc.

Entry Title: *HBO Latino Mandrake Wild Postings*

PRINT

First Place

Company: TBS

Entry Title: *Tyler Perry's House of Payne*

Second Place

Company: TV One

Entry Title: *Our History Month*

Third Place

Company: Comcast / Ameredia, Inc.

Entry Title: *Detroit South Asian "Masala" Campaign*

RADIO

First Place

Company: Turner Network Sales

Entry Title: *TBS Tyler Perry's House of Payne Proud of My Pops*

TELEVISION

First Place

Company: TV One

Entry Title: *Our History Month-Wake Up Everybody, Say it Loud, Happy Birthday*

Second Place

Company: International Networks

Entry Title: *Diwali Promo Spot, Bollywood Hits On Demand*

Third Place

Company: MTV

Entry Title: *Tu Pride*

(more)

ALL OTHER MEDIA

First Place

Company: Si TV

Entry Title: *Crash The Parties '08*

Second Place

Company: VH1

Entry Title: *Viva Hollywood Pop-up Password*

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