



FOR IMMEDIATE RELEASE

**NAMIC ANNOUNCES WINNERS OF 2009 EXCELLENCE IN MULTI-CULTURAL
MARKETING AWARDS**

NEW YORK, NY – September 22, 2009 -- The **National Association for Multi-ethnicity In Communications (NAMIC)** today announced the winners of its **2009 Excellence in Multi-cultural Marketing Awards (EMMA)** competition. Showcasing top Marketing Tactics and Case Studies/Campaigns targeted to multi-cultural audiences, the awards will be presented at the **23rd Annual NAMIC Conference**. Scheduled for October 26-28, 2009, the 23rd Annual NAMIC Conference will be held at the Grand Hyatt in Denver, Colorado as part of Cable Connection-Fall, a week of events uniting major industry associations, conferences and meetings in a single location. Presented by NAMIC's Multi-cultural Marketing Committee, the 2009 Excellence in Multi-cultural Marketing Awards will be presented on Tuesday, October 27 at a special session of the Conference highlighted by a panel discussion featuring Chief Marketing Officers.

Recognizing the cable industry's commitment to developing strategic and innovative approaches to ethnic-targeted marketing, while maintaining an exceptional level of creativity, the competition is comprised of two award categories: Marketing Tactics and Case Studies/Campaigns. Entries in each category are judged within two divisions: cable companies/distributors and networks/industry suppliers. Campaigns developed for the cable and telecommunications industry targeting the African American, Asian, Hispanic or other ethnic markets were evaluated on sound and innovative strategy, strength of creative execution against the strategy and tactics, implementation and results. Deviating from the traditional "best of" competition method, each entry was judged against a standard of excellence and not against other entrants.

"As demographics shift towards greater ethnic diversity, multi-ethnic consumers are becoming increasingly cognizant of inclusive messaging and targeted creative," said **Daphne Leroy**, vice president, Marketing and Communications, NAMIC. "We are proud to present the latest group of EMMA winners whose multi-cultural marketing efforts reinforce the cable industry's commitment to serving America's diverse communities."

The NAMIC Multi-cultural Marketing Committee, a consortium of the industry's leading multi-cultural marketing experts, produces the awards competition. The NAMIC Excellence in Multicultural Marketing Awards are sponsored by **ESPN Deportes** and presented in conjunction with **CableFAX Daily**.

For more information on the 23rd Annual NAMIC Conference or for inquiries pertaining to sponsorship, contact Sandra Girado, Director of Meetings and Events at the NAMIC national headquarters, 212-594-5985. Online registration for the 23rd Annual NAMIC Conference can be accessed by visiting www.namic.com. A complete list of the 2009 NAMIC EMMA winners follows.

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2009 NAMIC Excellence In Multi-cultural Marketing Awards (EMMA) Winners

CABLE COMPANIES/DISTRIBUTORS

CASE STUDIES/CAMPAIGNS

First Place

Company: Time Warner Cable Los Angeles

Entry Title: Time Warner Cable Los Angeles DTV Marketing Campaign

Second Place (Tie)

Company: RCN Corporation

Entry Title: RCN Global Passport

Second Place (Tie)

Company: Comcast North Central Division

Entry Title: Q3 Hispanic Campaign

Third Place (Tie)

Company: Comcast

Entry Title: Comcast Introduces Carefree Minutes Worldwide 300 (Languages included: Arabic, Chinese, South Asian, Portuguese, Japanese, Filipino, Vietnamese, Italian, Polish, Russian and Korean)

Third Place (Tie)

Company: International Media Distribution/Cox

Entry Title: Cox Orange County/Palos Verdes and International Media Distribution Launch Ethnic Marketing Initiative 2008

MARKETING TACTICS: DIRECT MAIL

First Place

Company: Time Warner Cable Los Angeles

Entry Title: Time Warner Cable Los Angeles Hispanic DTV Marketing

Second Place

Company: Comcast

Entry Title: CDV Carefree Minutes Asia 100 (Chinese, Japanese, & Korean)

MARKETING TACTICS: GRASSROOTS

First Place

Company: Comcast

Entry Title: GMA Family Balikbayan Box- CA (Filipino)

MARKETING TACTICS: PRINT

First Place

Company: Comcast

Entry Title: DTV Campaign (Chinese, Russian, South Asian)

MARKETING TACTICS: RADIO

First Place

Company: Comcast

Entry Title: Comcast California STAR India PLUS Launch Radio (South Asian)

Second Place

Company: Time Warner Cable Los Angeles

Entry Title: Time Warner Cable Los Angeles Hispanic DTV Campaign

(more)

MARKETING TACTICS: TELEVISION

First Place

Company: Time Warner Cable Los Angeles

Entry Title: Time Warner Cable Los Angeles Hispanic DTV Marketing

Second Place

Company: Comcast

Entry Title: Comcast California STAR India PLUS Launch (South Asian)

NETWORKS/INDUSTRY SUPPLIERS

CASE STUDIES/CAMPAIGNS

First Place

Company: CNN

Entry Title: CNN Presents: Black In America

Second Place (Tie)

Company: Time Warner Cable Los Angeles, Disney and ESPN Media Networks

Entry Title: ESPN Deportes & Time Warner Cable Los Angeles - World Baseball Classic Retail Campaign

Second Place (Tie)

Company: MTV Networks

Title: MTV Tr3s Dream Quinceañera LVOD Sweepstakes

Third Place (Tie)

Company: BET Networks

Entry Title: BET Honors 2009

Third Place (Tie)

Company: BET International

Entry Title: BET International Retail Partnership with Freesat

Third Place (Tie)

Company: TV One

Entry Title: Our History Month Promotion 2009 - TV One

MARKETING TACTICS: ALL OTHER MEDIA

First Place

Company: Turner Broadcasting System, Inc.

Entry Title: Tyler Perry's Meet the Browns

Second Place

Company: International Networks

Entry Title: 2009 International Networks Ethnic Holiday Calendar - Bridging Cultures

MARKETING TACTICS: DIRECT MAIL

First Place (Tie)

Company: Ameredia Inc

Entry Title: Comcast SVOD Mother's Day Campaign

First Place (Tie)

Company: Ameredia Inc

Entry Title: Comcast Holiday Promotion for Filipino on Demand and Bollywood Hits on Demand

Second Place

Company: TuTv

Entry Title: Bandamax Holiday Giveaway

(more)

MARKETING TACTICS: GRASSROOTS

First Place

Company: Telemundo Network

Entry Title: Telemundo Multi-Market Talent Tour

Second Place

Company: Turner Broadcasting System, Inc.

Entry Title: Tyler Perry's Meet the Browns

Third Place

Company: TuTv

Entry Title: Bandamax Grassroots Initiative

MARKETING TACTICS: INTERNET/NEW MEDIA

First Place

Company: Turner Broadcasting System, Inc.

Entry Title: Tyler Perry's Meet the Browns

Second Place

Company: HBO

Entry Title: HBO Latino ALICE Online Banners

Third Place

Company: BET Networks

Entry Title: Sunday Best 2009 Auditions

MARKETING TACTICS: OUT OF HOME

First Place

Company: Turner Broadcasting System, Inc.

Entry Title: Tyler Perry's Meet the Browns

MARKETING TACTICS: PRINT

First Place

Company: Turner Broadcasting System, Inc.

Entry Title: Tyler Perry's Meet the Browns

Second Place

Company: Ameredia Inc

Entry Title: Comcast Hispanic Print Campaign - CableLatino Genres

MARKETING TACTICS: RADIO

First Place

Company: Cartoon Network

Entry Title: Star Wars: The Clone Wars DJ Ambassador Campaign

Second Place

Company: Turner Broadcasting System, Inc.

Entry Title: Tyler Perry's Meet the Browns

Third Place

Company: TuTv

Entry Title: De Pelicula/Charter Latino Emmanuel Concert Sweepstakes

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MARKETING TACTICS: TELEVISION

First Place

Company: HBO

Entry Title: El Perro Y El Gato: Junto Otra Vez, Together Again

Second Place

Company: HBO

Title: Habla Ya

Third Place

Company: Turner Broadcasting System, Inc.

Title: Tyler Perry's Meet the Browns

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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 comprises 2,000 professionals belonging to a network of 18 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.

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