FOR IMMEDIATE RELEASE

WINNERS OF THE 2012 NAMIC EXCELLENCE IN MULTI-CULTURAL MARKETING AWARDS ANNOUNCED

New York, NY – August 22, 2012 -- The **National Association for Multi-ethnicity in Communications (NAMIC)** today announced the winners of its **Excellence in Multi-cultural Marketing Awards (EMMA).** Presented in conjunction with the Annual NAMIC Conference, the awards competition showcases marketing efforts designed to acquire and retain culturally diverse customers including African American, Asian, Hispanic and other market segments. Scheduled for September 11-12, 2012, the **26th Annual NAMIC Conference** will be held at the Hilton New York in Manhattan as part of *Diversity Week*.

The EMMA competition recognizes the cable industry's commitment to facilitating best practices, while developing creative, strategic and innovative approaches to ethnic-targeted marketing. The competition is comprised of two award categories: Marketing Tactics and Case Studies/Campaigns. Entries submitted within each category were judged within two divisions: Cable Distributors and Networks/Industry Suppliers. A judging panel of independent industry experts evaluated entries and selected all winners based on sound and innovative strategy, strength of execution against the strategy, evaluations of strategy, 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, resulting in the potential for zero to multiple winners in each category.

Time Warner Cable and **Comcast** garnered top honors in the Cable Distributors division earning first place wins in five and four award categories, respectively. In the Networks/Industry Suppliers division, **International Media Distribution** and **Univision Communications Inc**., earned first place finishes in three categories, while **BET Networks** and **GMA Network, Inc.** took two first place awards each. Networks/Industry Suppliers garnering first place wins in a single category include **ESPN**, **Turner Broadcasting System, Inc**. and **VH1**.

"A multi-cultural marketing communications strategy is essential for companies to remain competitive considering the prominent role diversity plays in today's global economy," said Daphne Leroy, vice president of marketing and communications, NAMIC. "We are proud to continue recognizing those within the cable industry that are demonstrating exceptional efforts to reach multi-ethnic and culturally diverse segments that represent a wide cross-section of the customer base."

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Winners of the 2012 NAMIC Excellence in Multi-cultural Marketing Awards will be acknowledged during the 26th Annual NAMIC Conference on Tuesday, September 11th at 3:30 p.m. ET. The NAMIC Multi-cultural Marketing Committee, a consortium of the industry's leading multi-cultural marketing experts, provides guidance for the Excellence in Multi-cultural Marketing Awards. *CableFAX* is the exclusive media partner.

Additional Information regarding the Excellence in Multi-cultural Marketing Awards is available online at www.emmacompetition.com. For more information on the 26th Annual NAMIC Conference, contact Sandra Girado, director of meetings and events, NAMIC, 212-594-5985. Online registration for the Annual Conference can be accessed by visiting http://www.namic.com. A complete list of EMMA winners follows.

WINNERS - 2012 NAMIC EMMA AWARDS

CABLE DISTRIBUTORS DIVISION

CASE STUDIES / CAMPAIGNS

FIRST PLACE
Entry Title: Mi Vida A Mi Manera TV Campaign
Company: Time Warner Cable
Agency: Castells & Asociados

SECOND PLACE
Entry Title: Open Your Doors/Abre Las Puertas
Company: Cox Communications

THIRD PLACE TIE
Entry Title: Alcanza La Fama Campaign
Company: Time Warner Cable
Agency: Castells & Asociados

Entry Title: Optimum Retention Efforts
Company: Cablevision
Agency: GlobalWorks

MARKETING TACTICS

All Other Media

FIRST PLACE
Entry Title: Comcast-Multilingual-OnScreen Guide
Company: Comcast
Agency: Améredia Inc.

Digital

FIRST PLACE
Entry Title: Reto Fast Five (Fast Five Challenge)
Company: Time Warner Cable
Agency: Castells & Asociados

(more)

Direct Mail

FIRST PLACE
Entry Title: Filipino Movies TOD Summer Entertainment
Company: Comcast
Agency: International Media Distribution

SECOND PLACE
Entry Title: Nexos Latinos, TWC NYC Upgrade/Retention
Company: Time Warner Cable
Agency: Eclipse Marketing Services, Inc.

THIRD PLACE
Entry Title: XFINITY Carefree Minutes Worldwide300 DM
Company: Comcast
Agency: Améredia Inc.

Diversity Awareness

FIRST PLACE
Entry Title: Diversity and Inclusion Print Ads
Company: Time Warner Cable
Agency: Castells & Asociados

Grassroots

FIRST PLACE
Entry Title: Comcast Experience Store Launch
Company: Comcast Cable

Print

FIRST PLACE TIE
Entry Title: Chinese Authorized Dealer Experience
Company: Comcast
Agency: Améredia Inc.

Entry Title: Korean Launch Print
Company: Time Warner Cable West
Agency: ES Advertising, Inc.

SECOND PLACE
Entry Title: MCTV Q1 Print
Company: Rogers Communications
Agency: Dyversity Communications

(more)

Television

FIRST PLACE
Entry Title: #1 Fan TV Spot
Company: Time Warner Cable
Agency: Castells & Asociados

SECOND PLACE
Entry Title: Korean Launch TV Spot
Company: Time Warner Cable West
Agency: ES Advertising, Inc.

THIRD PLACE
Entry Title: Filipino "Holiday" TV Spot
Company: Time Warner Cable West
Agency: ES Advertising, Inc.

NETWORKS / INDUSTRY SUPPLIERS DIVISION

CASE STUDIES / CAMPAIGNS

FIRST PLACE
Entry Title: Hispanic Vote 2012
Company: Univision Communications Inc.
Agency: Ready Set Rocket and Glover Park Group

SECOND PLACE
Entry Title: Univision tlnovelas Consumer Launch
Company: Univision Communications Inc.
Agency: Blanco Lorenz Entertainment Branding Inc.

THIRD PLACE TIE
Entry Title: Retail Upgrade Incentive
Company: nuvoTV

Entry Title: Time Warner Cable and ESPN Deportes Supercopa
Company: ESPN

Entry Title: STAR India GOLD Comcast GWP Campaign
Company: International Media Distribution
Agency: MCWM Group

Entry Title: Chase “Y Vuelvo a Ti”
Company: Telemundo Media
Agency: Zubi Advertising

(more)

MARKETING TACTICS

All Other Media

FIRST PLACE
Entry Title: Univision Deportes Sizzle Reel
Company: Univision Communications Inc.

SECOND PLACE
Entry Title: Univision tlnovelas Sizzle Reel
Company: Univision Communications Inc.
Agency: Blanco Lorenz Entertainment Branding Inc.

Digital

FIRST PLACE
Entry Title: YouScoop Promo for Manny Pacquiao
Company: GMA Network, Inc.

SECOND PLACE
Entry Title: Mediaset Italia & Rai Italia Valentine's
Company: International Media Distribution
Agency: i-ITALY

Direct Mail

FIRST PLACE
Entry Title: Univision tlnovelas Client Mailer
Company: Univision Communications Inc.
Agency: Blanco Lorenz Entertainment Branding Inc.

SECOND PLACE
Entry Title: TV JAPAN Cherry Blossom 2012
Company: International Media Distribution
Agency: Améredia Inc.

Diversity Awareness

FIRST PLACE
Entry Title: Lunar New Year Video Greeting
Company: International Media Distribution

SECOND PLACE
Entry Title: Black and Latino
Company: mun2 - NBCUniversal

THIRD PLACE
Entry Title: The Outstanding Filipino-Americans (TOFA)
Company: GMA Network, Inc.

(more)

Experiential Marketing

FIRST PLACE
Entry Title: THE GAME - Tee Tee's Cluck Truck Tour
Company: BET Networks
Agency: Awestruck Marketing Group

SECOND PLACE
Entry Title: EAT BULAGA Live in San Francisco
Company: GMA Network, Inc.

Grassroots

FIRST PLACE
Entry Title: Kapuso Abroad Magazine
Company: GMA Network, Inc.

SECOND PLACE
Entry Title: REED BETWEEN THE LINES - Faith Based
Company: BET Networks
Agency: Results Inc.

THIRD PLACE
Entry Title: Black History Month Know Your Heritage
Company: The Africa Channel

Out of Home

FIRST PLACE
Entry Title: BET Awards 11 OOH
Company: BET Networks

SECOND PLACE
Entry Title: 2011 VH1 Divas Celebrates Soul
Company: VH1

Premium

FIRST PLACE
Entry Title: IMD 2012 4Q Holiday Gifts
Company: International Media Distribution
Agency: DesignRacy

SECOND PLACE
Entry Title: UEFA Euro 2012 Foosball Mailing
Company: ESPN
Agency: ConceptOne

THIRD PLACE
Entry Title: Environment Friendly Non-Woven Bags
Company: GMA Network, Inc.

(more)

Print

FIRST PLACE
Entry Title: "A little piece of home" TFC 3Q GWP
Company: International Media Distribution

SECOND PLACE
Entry Title: Cox San Diego Asian Film Festival
Company: International Media Distribution

THIRD PLACE
Entry Title: BET Awards 11 Viewers' Guide
Company: BET Networks

Radio

FIRST PLACE
Entry Title: NBA Fan Night
Company: Turner Broadcasting System, Inc.

Television

FIRST PLACE TIE
Entry Title: TWC and ESPN Deportes Supercopa Spot
Company: ESPN

Entry Title: Styled by June
Company: VH1

SECOND PLACE
Entry Title: VH1 Behind the Music
Company: VH1

THIRD PLACE TIE
Entry Title: Pinoy Inbox
Company: GMA Network, Inc.

Entry Title: CON Garra
Company: FOX Deportes

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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 over 2,700 professionals belonging to a network of 16 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 and stay connected to NAMIC on Facebook, LinkedIn, Twitter and DiversityLive: The Business > Social NAMIC Network.

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