



FOR IMMEDIATE RELEASE

NAMIC ANNOUNCES WINNERS OF THE 2010 EXCELLENCE IN MULTI-CULTURAL MARKETING AWARDS

New York, NY – August 26, 2010 -- The **National Association for Multi-ethnicity in Communications (NAMIC)** today announced the winners of its **Excellence in Multi-cultural Marketing Awards (EMMA)**. Held in conjunction with the Annual NAMIC Conference, the awards competition showcases marketing efforts targeting one or more cultural segments including, but not limited to African American, Asian and Hispanic markets. The **24th Annual NAMIC Conference** will take place September 14-15, 2010 at the Hilton New York in Manhattan as part of *Diversity Week*.

The EMMA competition recognizes the cable industry's commitment to maintaining 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/Campaign. Entries submitted within each category were judged within two divisions: Cable Companies/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 **Time Warner Cable Los Angeles** each earned four first place wins to lead the Cable Companies division. **Cox Communications** garnered first place honors in two categories. Cable Companies taking first place honors in a single category included **Cablevision** and **Comcast**. **HBO** and **Turner Entertainment Networks** led the Networks/Industry Suppliers division with three first place finishes each. **IFC** garnered two first place wins. Networks/Industry Suppliers garnering first place wins in a single category include **BET Networks**, **Eclipse Marketing Services, Inc.**, **International Media Distribution**, **MTV Networks**, **mun2** and **TuTv**.

"The cable industry is committed to connecting their brands with an increasingly diverse audience," said **Daphne Leroy**, vice president of Marketing and Communications, NAMIC. "We are pleased to honor the latest group of EMMA winners for demonstrating exceptional efforts to reach multi-ethnic consumers through focused, highly creative, multi-platform marketing strategies."

Ernesto Jerez, baseball play-by-play commentator for ESPN Deportes, will serve as host of the Excellence in Multicultural Marketing Awards ceremony scheduled for Tuesday, September 14 from 4:15 p.m. to 5:45 p.m. EDT. In addition to the EMMA winners' presentation, this "Hot Topics" session of the Annual NAMIC Conference will feature a panel of 2010 EMMA judges including **Will Arredondo**, director, Consumer Marketing, Fuse TV; **Vicky L. Free**, vice president, 360 Consumer Marketing, Cartoon Network & Adult Swim; **Philip Polk**, director, Segmentation Marketing, Cox Communications; **Joseph Schramm**, managing partner, Schramm Marketing Group, Inc., and **Lisa Skriloff**, president, Multicultural Marketing Resources, Inc. Moderated by **Seth Arenstein**, assistant vice president and editorial director of CableFAX Group, the discussion will focus on marketing expertise, highlighting EMMA successes and identifying areas of opportunity in producing culturally-relevant marketing programs that achieve results.

The NAMIC Multi-cultural Marketing Committee, a consortium of the industry's leading multi-cultural marketing experts, produces the Excellence in Multi-cultural Marketing Awards. The Excellence in Multi-cultural Marketing Awards are sponsored by ESPN Deportes. *CableFAX* is the exclusive media partner.

For more information on the 24th Annual NAMIC Conference and the Excellence in Multi-cultural Marketing Awards, contact NAMIC at 212-594-5985. Online registration for the 24th Annual NAMIC Conference can be accessed by visiting <http://www.namic.com>. Group registration is available for companies wishing to send multiple employees. The complete list of winners of the 2010 Excellence in Multicultural Marketing Awards follows.

2010 EMMA WINNERS

CABLE COMPANIES DIVISION

Case Studies / Campaigns

First Place

Title: Lo Mejor On Demand

Company: Time Warner Cable

Agency: Castells y Asociados Advertising

First Place

Title: timewarnercable.com/espanol Web Rebuild

Company: Time Warner Cable

Agency: Castells y Asociados Advertising

Second Place

Title: El Mix Launch Strategy - Cox Communications

Company: Cox Communications

Second Place

Title: Celebrity Campaign

Company: Cox Communications

Agency: PM Publicidad

Third Place

Title: A Capella Acquisition Campaign

Company: Comcast

Agency: Firefly

Third Place

Title: TWCLA World Cup Campaign

Company: Time Warner Cable Los Angeles

Marketing Tactics: All Other Media

First Place

Title: Direct Response Triple Play "Beauty Salon"

Company: Cablevision

Second Place

Title: Direct Response Triple Play "Fun-house"

Company: Cablevision

Agency: GlobalWorks

Marketing Tactics: Digital

First Place

Title: timewarnercable.com/espanol Web Rebuild

Company: Time Warner Cable

Agency: Castells & Asociados Advertising

Marketing Tactics: Direct Mail

First Place

Title: Celebrity Campaign

Company: Cox Communications

Agency: PM Publicidad

First Place

Title: GMA Pinoy and GMA Life Launch Postcard

Company: Time Warner Cable

First Place

Title: Filipino Package Upgrade Direct Mail

Company: Time Warner Cable Los Angeles

Agency: ES Advertising, Inc.

Second Place

Title: Cox lo hace fácil para conectar

Company: Cox Communications

Second Place

Title: El Mix

Company: Cox Communications

Agency: PM Publicidad

Marketing Tactics: Grassroots

First Place

Title: TWCLA HD Outreach Program - Retail Events

Company: Time Warner Cable Los Angeles

Agency: Acento

Second Place

Title: Cox, tu amigo en la comunidad

Company: Cox Communications San Diego

Marketing Tactics: Print

First Place

Title: Filipino Package Launch Print Ad

Company: Time Warner Cable Los Angeles

Agency: ES Advertising, Inc.

Second Place

Title: Comcast - South Asian Xfinity Q1 Campaign

Company: Comcast

Agency: Ameredia Inc

Marketing Tactics: Radio

First Place

Title: Comcast Polish Gift with Purchase Campaign

Company: Comcast

Agency: Ameredia Inc

Marketing Tactics: Television

First Place

Title: Granddaughter - Cox Communications

Company: Cox Communications

Agency: Doner

First Place

Title: TWCLA HD Outreach Campaign - Media Interviews

Company: Time Warner Cable Los Angeles

Agency: Acento

Second Place

Title: Chinese Market Infomercial

Company: Time Warner Cable Los Angeles

Agency: ES Advertising, Inc.

Third Place

Title: August 2009 Nuestra Tele Basico Launch TV Campaign

Company: Time Warner Cable

Agency: Acento Los Angeles

NETWORK INDUSTRY SUPPLIER DIVISION

Case Studies / Campaigns

First Place

Title: Cox Las Vegas Filipino On Demand Launch Marketing Case Study

Company: International Media Distribution

First Place

Title: The Chicas Project: Season 4

Company: mun2

Second Place

Title: Latino Student Athlete of the Year Scholarship

Company: Fox Networks

Agency: Daily Planet

Second Place

Title: Channel One Russia Comcast Philadelphia Launch Campaign

Company: International Media Distribution

Agency: Ameredia Inc

Second Place

Title: Happy Mother's Day Makeover – Reinvent Yourself Campaign

Company: Olympusat

Third Place

Title: BET Awards 09

Company: BET Networks

Agency: Harmelin Media

Third Place

Title: CNN Presents: Latino In America

Company: CNN

Third Place

Title: ESPN Deportes and Time Warner Cable – NYC Dominican Baseball Campaign

Company: ESPN/ESPN Deportes

Agency: ConceptOne

Third Place

Title: Way Black When

Company: TV One

Third Place

Title: Bandamax Launch Campaign

Company: TuTv

Marketing Tactics: All Other Media

First Place

Title: Epitafios Season 2 Press Kit

Company: HBO

First Place

Title: Bollywood Hero

Company: IFC

Marketing Tactics: Digital

First Place

Title: BET Honors 2010

Company: BET Networks

Agency: Harmelin Media

First Place

Title: Unmistakable Campaign

Company: HBO

Second Place

Title: Epitafios Season 2 Microsite

Company: HBO

Marketing Tactics: Direct Mail

First Place

Title: Nexos Latinos™ TWC NYC Acquisition/Upgrade, Winter 2010

Company: Eclipse Marketing Services, Inc.

Agency: Eclipse Marketing Services, Inc.

First Place

Title: Unmistakable Campaign

Company: HBO

Second Place

Title: Comcast GMA Life TV Upsell Marketing Tactic

Company: GMA Network, Inc.

Second Place

Title: TV JAPAN Comcast SF Bay Area Free Preview Direct Mail 2009

Company: International Media Distribution

Agency: TD Wang

Third Place

Title: TBS Lopez Tonight Direct Mail

Company: Turner Entertainment Networks

Marketing Tactics: Diversity Awareness

First Place

Title: TNT HawthoRNe Inspired Connections

Company: Turner Entertainment Networks

Marketing Tactics: Grassroots

First Place

Title: TNT HawthoRNe Mocha Moms Screenings

Company: Turner Entertainment Networks

Second Place

Title: BET Hip Hop Awards 2009

Company: BET Networks

Agency: Power Moves Inc.

Third Place

Title: The Mo'Nique Show

Company: BET Networks

Agency: Brand Marketers

Marketing Tactics: Out of Home

First Place

Title: TBS Lopez Tonight OOH

Company: Turner Entertainment Networks

Second Place

Title: Bollywood Hero

Company: IFC

Agency: Saavn

Marketing Tactics: Print

First Place

Title: Bollywood Hero

Company: IFC

Agency: Saavn

Second Place

Title: Comcast GMA Life TV Upsell Marketing Tactic

Company: GMA Network, Inc.

Third Place

Title: Bring Love Home for the Holidays – TFC Holiday Gift With Purchase Print Ad

Company: International Media Distribution

Marketing Tactics: Radio

First Place

Title: Bandamax Vicente Fernández Concert Sweepstakes

Company: TuTv

Second Place

Title: Comcast Hispanic SBN Scoreboards

Company: Ameredia Inc

Agency: Ameredia Inc

Marketing Tactics: Television

First Place

Title: MTV Tr3s Census 2010

Company: MTV Networks

Agency: MTV On-Air Promos, Voto Latino

Second Place

Title: US Census: Dora PSA

Company: MTV Networks

Second Place

Title: De Película El Santo DVD Giveaway

Company: TuTv

Third Place

Title: Asians Aloud

Company: HBO

###

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 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 on NAMIC, visit <http://www.namic.com>.

MEDIA CONTACTS:

Daphne Leroy

Vice President of Marketing & Communications, NAMIC

212-594-5985 (office)

daphne.leroy@namic.com

Charmaine Chapman

BTB Communications

310-882-5498 (office)

char@btbcommunications.com