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**GEORGE BODENHEIMER TO SERVE AS HONORARY CHAIR FOR THE 2010  
NAMIC ANNUAL AWARDS BREAKFAST**

**Awards Breakfast Honoring The Communications Industry's Next Generation  
Leaders Scheduled For May 13<sup>th</sup> As Part Of Cable Connection – Spring**

**NEW YORK, NY – March 22, 2010** - - **George Bodenheimer**, president, ESPN, Inc. and ABC Sports, and co-chairman, Disney Media Networks has been named Honorary Chair for the **2010 NAMIC Annual Awards Breakfast**. Highlighted by the presentation of the **Next Generation Leaders Awards**, the NAMIC Annual Awards Breakfast is held as part of Cable Connection – Spring. Scheduled for Thursday, May 13, from 7:00 a.m. to 8:30 a.m., the event will take place at the JW Marriott at LA Live! in Los Angeles, California.

Presented in partnership with *MultichannelNews*, the Next Generation Leaders Awards recognize the industry's emerging business leaders who reflect and embrace NAMIC's mission to educate, advocate and empower to achieve diversity and inclusion in the communications industry. Executives of color age 45 and under that are demonstrating exceptional managerial practices to foster diversity will be presented awards in three categories: Cable MSO, Cable Programmer and Technology Company or Discipline. Winners selected to receive Next Generation Leaders Awards will be announced later in the month of March.

A NAMIC Annual Corporate Sponsor, Disney and ESPN Media Networks is a longtime supporter of the trade organization's national initiatives. "The executives recognized each year as Next Generation Leaders are encouraging diversity and inclusion while making innovative, creative and strategic contributions that are central to their companies' performance," said **Kathy Johnson**, president, NAMIC. "We are excited to continue celebrating the accomplishments of our industry's up-and-coming executives of color and we are honored to have George Bodenheimer, one of our most distinguished business leaders join us in doing so."

A cable industry pioneer, Bodenheimer was named ESPN's fifth President in 1998, and is the company's longest-tenured top executive. Additionally, Bodenheimer was appointed President of ABC Sports in 2003, overseeing all of the multimedia sports assets of The Walt Disney Company. In 2004, Bodenheimer assumed the role of co-chairman, Disney Media Networks, encompassing strategic planning for Disney's media assets.

"I am honored to serve as chair of this year's NAMIC Awards Breakfast," said Bodenheimer. "These award winners are inspiring because their focus on being champions for diversity makes their companies and our industry stronger."

NAMIC Board of Directors, **James Brown**, senior vice president, ESPN Rise, ESPN and **Danielle Wade**, vice president, Customer Service and Marketing, Bright House Networks are the Planning Committee Co-Chairs for the 2010 NAMIC Annual Awards Breakfast. Event sponsors confirmed to date include the NCTA, Suddenlink Communications, A&E Television Networks and Scripps Networks.

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For more information regarding the 2010 NAMIC Annual Awards Breakfast including sponsorship opportunities, contact Danny McGlone, vice president of Fund Development, NAMIC at 212-594-5985 ext. 13. To download a registration form to purchase tables/tickets visit <http://www.namic.com/>.

**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](http://www.namic.com).

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