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NAMIC ANNOUNCES WINNERS OF 2007 EXCELLENCE IN MULTI-CULTURAL MARKETING AWARDS

BET Networks, Comcast, mun2 and Rogers Cable Communications Take Top Honors

NEW YORK, NY – August 15, 2007 – NAMIC (**National Association for Multi-ethnicity in Communications)** today announced the winners of its **2007 Excellence in Multi-cultural Marketing Awards (EMMA)** competition. Spotlighting best practices in multicultural marketing, the awards will be presented on Monday, September 17, 2007 during a special session of the **21st Annual NAMIC Conference**, *Diversity 2.0: The New Protocol*. Taking place at the Hilton New York Hotel in Manhattan, the three-day conference is scheduled for September 16-18, 2007.

Recognizing the cable industry's commitment to developing strategic and creative approaches to ethnic-targeted marketing, entries are judged within two groups: cable companies/distributors and networks/industry suppliers. Additionally, the program is comprised of two categories: case studies/campaigns and marketing tactics. "The superior quality of the winning campaigns are indicative of our industry's resolute commitment to reaching unique and powerful ethnic markets," said Sandra Murillo Weber, vice president, Multicultural Market Development, Turner Broadcasting System, Inc. and co-chair of the Annual NAMIC Conference planning committee.

Rogers Cable Communications received four first-place wins to lead all first-place winners in the cable companies/distributors group. **Comcast** received three first-place wins and five second-place acknowledgements. **Cablevision** and **Cox Communications** were also among the cable companies/distributors recognized.

BET Networks led the network/industry suppliers with a pair of first-place honors, one of which included a tie with **TuTv** in the Grassroots category. **mun2** garnered two wins, which included first and second-place awards. Networks that earned single first-place wins include: **Discovery Networks**, **HBO**, **Nickelodeon**, **SiTV**, **Telemundo** and **TV One**. **Ameredia** finished second-place in three categories. **CNN** and **Turner Broadcasting System, Inc.** also garnered recognition.

The **NAMIC Excellence in Multi-cultural Marketing Awards** are sponsored by **ESPN Deportes** and presented in partnership with ***CableWorld***, a publication of Access Intelligence's Cable Group. The awards competition is produced by the NAMIC Multicultural Marketing Committee, a consortium of the industry's leading multicultural marketing experts. Campaigns developed for the cable and telecommunications industry and submitted for entry were comprised of 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 **21st Annual NAMIC Conference**, obtain sponsorship information 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. A complete list of EMMA winners follows.

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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 is comprised of nearly 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.

Winners - 2007 NAMIC Excellence In Multi-cultural Marketing Awards

Case Studies/Campaigns Category

Cable Companies and Distributors:
First Place – Rogers Cable Communications, *TVB on Demand*
Second Place – Comcast, *Comcast Dragon Pack - The Extraordinary Chinese Migration, Retention and Acquisition Success*
Third Place – Cox Communications, Inc., *Cox Enhanced Hispanic Market Strategy*

Networks and Industry Suppliers:
First Place – Nickelodeon, *El Tigre The Adventures of Manny Rivera*
Second Place – Si TV*, Flow & Tell Tour*
Third Place – Turner Broadcasting System, Inc., *2006 Black Movie Awards*

Marketing Tactics Category

Cable Companies and Distributors:

Direct Mail — First Place – Rogers Cable Communications, *TVB on Demand*
Second Place – Comcast, *Talk Talk Talk - CDV*

Grassroots — First Place – Comcast Cable, *Chinese New Year Spectacular/Year of the Pig*

Out of Home — First Place – Rogers Cable Communications, *Great Wall TV Package (Canada)*
Second Place – Comcast, *Dragon Pack OOH (Chinese)*

Print — First Place – Comcast Cable, *Divas Don't Have Debt*
Second Place – Comcast, *Paquete Triple Campaign*

Television — First Place – Comcast Cable, *P.A.D.L.O.C. (Protecting and Defending Locally Operated Churches*)
Second Place – Cablevision, *Multicultural/Mass Media Campaign*

All Other Media — First Place – Rogers Cable Communications, *Great Wall TV Package (Canada)*
Second Place – Comcast, *Ako Ay Philipino Phone Card*

Networks and Industry Suppliers:

Direct Mail — First Place – Telemundo, "*Al Rojo Vivo" Direct Mail Promotion*
Second Place – Ameredia, *Comcast Russian Matryoshka Mailers*

Grassroots — First Place – TuTv,! CURATON*!* (TIE)
First Place – BET Networks, *BET's Rip the Runway* (TIE)
Second Place – Ameredia, *Bollywood Comcast Hits on Demand Flyer*

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Internet/New Media	First Place – BET Networks, *BET's Rip the Runway* Second Place – CNN, *CNN Special Investigation Unit - MLK- Words That Changed a Nation*
Out of Home	First Place – mun2, *VJ Campaign (wall postings)* Second Place – Ameredia, *Comcast Russian Out-of-Home Campaign*
Print	First Place – HBO, *Life Lives Here - Black History Month*
Radio	First Place – Si TV, *Si TV and Comcast Courting You Radio Spot*
Television	First Place – TV One, *G. Garvin's Food, Family and Fun Sweepstakes* Second Place – mun2, *Pitbull La Esquina Campaign (promos)*
All Other Media	First Place – Discovery Networks, *Discovery Kids en Espanol Educational Earth Day Promotion*

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