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GLOBAL MEDIA AWARDS WINNERS ANNOUNCED AT OPENING NIGHT OF CONSUMER ELECTRONICS SHOW

Industry Leaders Ericsson, LG Electronics, Motorola, Nokia, Samsung Honored

Las Vegas, NV, January 8, 2009 – The National Academy of Television Arts & Sciences (NATAS) and the Consumer Electronics Association (CEA) announced the winners of the first annual ceremony of the Global Media Awards (GMA) at The Venetian Hotel on January 8, 2009 at the opening night of the 2009 International Consumer Electronics Show, the world's largest event for consumer technology.

"The Global Media Awards is an exciting addition to the digital content attractions at the 2009 International CES," said Gary Shapiro, president and CEO of CEA. "Some 9,000 content industry professionals are attending the International CES to see the latest trends and products from 2700 exhibitors from around the world. Awards programs like the Global Media Awards help showcase the companies bringing new digital media and content to consumers around the world and recognize how the worlds of technology and entertainment have merged to advance both the creativity and science of media worldwide. We are pleased that the Global Media Awards is making its debut at the 2009 International CES."

"The International CES is the global intersection of digital entertainment and technology," said Harold Crump, Chairman of the Global Media Awards and Board Member of NATAS. "The companies responsible for bringing new digital media and content to consumers around the world deserve special recognition and the International CES is the perfect venue for this new awards program."

"The digital revolution of media has forged a bond between creative talent and leaders in technology who are pioneering the frontiers of a new age in communications," said David Wertheimer, Vice-Chairman of the Global Media Awards. "No other ceremony has recognized and rewarded the achievements of individuals and companies leading the transformation of the media industry in quite this way."

In addition to the Global Media Award winners in 13 categories, special achievement awards were given out to the industry leaders Ericsson, Inc., LG Electronics, Inc., Motorola, Inc., Nokia Corporation and Samsung Electronics Co., LTD for excellence in the creative adaptation of technology that enhances video programming and content for handheld devices.

The program was streamed on the internet by TVWorldwide and is available for archived viewing at <http://www.tvworldwide.com/>

The Winners were tabulated by the accounting firm of Lutz & Carr follow. Winners are also listed at the GMA website: www.globalmediaawards.org

Outstanding Short Format Entertainment

Life in Transition The New York Times

Outstanding Short Format Informational

Yes We Can Song i.am. Cyclops / FORM

Outstanding Advertising

HBO Voyer HBO, BBDO, Big Spaceship

Outstanding Platform - Advertising

The Rookie Brightline iTV

Outstanding Long Form - Informational

Choking on Growth The New York Times

Outstanding User Experience / Program Guide

HBO Voyeur on HBO on Demand HBO, BBDO, Big Spaceship

Outstanding Platform - Hardware

Bravia Internet Video Link Sony Electronics, Inc.

Outstanding Repurposed Linear / Traditional Content

The Masters Experience on Directv Directv, CBS, ESPN

Outstanding Website/Internet/Informational

IGN.com

Outstanding Long Form - Entertainment

mtvU's 2007 Woodie Awards mtvU

Outstanding Platform - Software

BBC TV-iPlayer

BBC Future Media & Technology

Outstanding Website/Internet Entertainment

Lost Find 815

ABC / Hoodlum

Outstanding Platform - Interactive

DIY Network/DIY Network.com's Blog Cabin

Scripps Networks

NASCAR.com Race Buddy

TurnerSports/NASCAR.com

About The National Academy of Television Arts & Sciences

The National Academy of Television Arts & Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy® Award for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Regional Emmy® Awards are given in 19 regions across the United States. NATAS also presents the Global Media Awards™ which recognizes excellence in the world-wide intersection of digital entertainment and technology. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv

About CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$161 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

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