

**2006 PROMAX/BDA CONFERENCE CELEBRATES
"XTREME PERFORMANCE" WITH EXCEPTIONAL SPEAKERS**

**Author and Poet Dr. Maya Angelou,
AOL's Kevin Conroy, CNN's Anderson Cooper and
Fox Station Group's Dennis Swanson
Offer Words of Motivation, Inspiration and Support**

Los Angeles, CA – March 16, 2006 – Under the theme “Xtreme Performance: Developing Audiences in the Televisual Age,” Promax/BDA has announced its initial roster of keynote speakers for its annual conference (New York, June 20-22). Each of these exceptional individuals will play a special role in furthering the associations’ charge to motivate, inspire and invigorate the creative juices of members, while helping to drive ratings and revenues in an era of new technologies.

Keynote speakers slated for the 2006 Promax/BDA Conference include the acclaimed poet, author and social activist Dr. Maya Angelou, whose words have uplifted millions, whether through her award-winning published works or when delivering heartfelt eulogies for such respected icons as Coretta Scott King; AOL Broadband's Executive Vice President and Chief Operating Officer Kevin Conroy, who is charged with deploying and advancing the role of broadband delivery of all types of content; Fox Television Stations' President of Station Operations Dennis Swanson, a broadcast veteran and National Academy of Television Arts and Sciences (NATAS) Chairman of the Board of Trustees; and CNN anchor Anderson Cooper, who, in the last few years, has become the face in front of every major breaking news story.

“Every year during the Promax/BDA Conference, we look to provide our members with stellar and diverse examples of influential individuals who blend artistry and business into successful models of accomplishment,” said Jim Chabin, Promax/BDA President and Chief Executive Officer, in announcing this year's speakers. “Certainly, these four extremely high-caliber individuals have much to offer our members in the way of inspiring personal experiences, first-hand knowledge of the future challenges they face and enthusiastic words of motivation and support. We are very proud to welcome them to this year’s conference.”

This year’s Promax/BDA Conference will be held June 20-22 at the Marriott Marquis at Times Square in New York City and will include a profusion of stimulating seminars, workshops and hands-on demonstrations all designed to enlighten, empower and elevate the professional standing of its members.

Promax/BDA will soon announce other notable speakers leading up to the June event. For a complete list of participants as well as the 2006 Promax/BDA Conference agenda, visit www.promaxbda.tv.

About Promax/BDA

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of promotion, marketing and broadcast design professionals in the electronic media. For further information, please visit, <http://www.promaxbda.tv>.

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Editors: Please note complete bios for speakers are attached

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SPEAKER BIOS

Dr. Maya Angelou

Hailed as one of the great voices of contemporary literature, Dr. Maya Angelou is an accomplished poet, educator, historian, best-selling author, actress, playwright, civil-rights activist, producer and director. The remarkable Renaissance woman, Dr. Angelou continues to travel the world making appearances, spreading her legendary wisdom.

A mesmerizing vision of grace, Dr. Angelou was born Marguerite Johnson and spent her formative years shuttling between St. Louis, Missouri, a tiny, totally segregated town in Arkansas, and San Francisco where she realized her ambition of becoming that city's first black streetcar conductor.

During the 1950s, she studied dancing with Pearl Primus in New York, later appearing as a nightclub singer in New York and San Francisco. She worked as an editor for The Arab Observer, an English-language weekly published in Cairo; lived in Accra, Ghana, where, under the black nationalist regime of Kwame Nkrumah, she taught music and drama; and studied cinematography in Sweden.

She became a national celebrity in 1970 with the publication of I Know Why the Caged Bird Sings, the first volume of her autobiography, which detailed her encounters with southern racism and a rape by her mother's lover. Three more volumes of her autobiography have been published: Gather Together in My Name (1974); Singin' and Swingin' and Gettin' Merry Like Christmas (1976); and The Heart of a Woman (1981).

Dr. Angelou's other published works include All God's Children Need Traveling Shoes (1986), Wouldn't Take Nothing For My Journey Now (1993), Even the Stars Look Lonesome (1997) A Song Flung Up to Heaven (2002), and Hallelujah! The Welcome Table: A Lifetime of Memories with Recipes (2004), among others. She has also authored children's books including Life Doesn't Frighten Me (1993), My Painted House, My Friendly Chicken and Me (1994) and Kofi and His Magic (1996).

In 1972, she wrote the screenplay for *Georgia, Georgia*, which was produced by Sweden's Cinerama and, in 1974, wrote the screenplay *All Day Long*, which was produced by American Film Institute.

As a producer, Dr. Angelou's credits include *Just Give Me a Cool Drink of Water 'fore I Diiie: The Poetry of Maya Angelou* (1971), *Oh Pray My Wings Are Gonna Fit Me Well* (1975); *And Still I Rise* (1979); and *Shaker Why Don't You Sing?* (1983)

Dr. Angelou has been nominated for an Emmy award (1971) for her portrayal of Nyo Boto in the television mini-series *Roots*, adapted from the best-selling novel by Alex Haley. And in 2003, she won a Grammy award for Best Spoken Word Album for *A Song Flung Up to Heaven*.

Among her numerous awards and recognitions, Dr. Angelou was appointed to a lifetime position as the first Reynolds Professor of American Studies at Wake Forest University in 1981. And in January 1993, she became only the second poet in U.S. History to have the honor of writing and reciting original work ("On the Pulse of Morning") at the Presidential Inauguration of William Jefferson Clinton.

A true Renaissance woman, Dr. Angelou continues to travel the world making appearances and spreading her legendary wisdom. A mesmerizing vision of grace, Dr. Angelou captivates her audiences with her unique ability to shatter the opaque prisms of race and class.

Anderson Cooper

As anchor of CNN's *Anderson Cooper 360°*, an unconventional, wide-ranging news program airing on CNN/U.S. weekdays, Anderson Cooper is at the forefront of the world's latest breaking news stories.

Cooper, who joined CNN in December 2001, served as CNN's weekend anchor before moving to prime time in March 2003 following the war in Iraq and then to a two-hour, late evening timeslot in November 2005 following Hurricane Katrina.

Since joining CNN, Cooper has anchored major breaking news stories, most recently the devastation caused by Hurricane Katrina along the Gulf Coast. He traveled to Sri Lanka to cover the tsunami and was in Baghdad for the Iraqi elections. Cooper also anchored much of CNN's live coverage of the funeral of Pope John Paul II in the Vatican City as well as the Terri Schiavo story in Florida. For "America Votes 2004," he moderated a Democratic presidential candidates forum the network sponsored with Rock the Vote.

Before joining CNN, Cooper was an ABC News correspondent and host of the network's reality program, *The Mole*. Cooper anchored ABC's live, interactive news and interview program, *World News Now*, as well as providing reports for *World News Tonight*, *20/20* and *20/20 Downtown*. Previously, he was a New York-based correspondent for ABC News, reporting primarily for *World News Saturday/Sunday*.

Cooper joined ABC from Channel One News, where he served as chief international correspondent. During that time, he reported and produced stories from Bosnia, Iran, Israel, Russia, Rwanda, Somalia, South Africa and Vietnam. He also reported national stories that were broadcast over the Channel One News school television network and seen in more than 12,000 classrooms nationwide.

Cooper has won several awards for his work, including a National Headliners Award for his tsunami coverage, an Emmy Award for his contribution to ABC's coverage of Princess Diana's funeral; a Silver Plaque from the Chicago International Film Festival for his report from Sarajevo on the Bosnian civil war; a Bronze Telly for his coverage of famine in Somalia; a Bronze Award from the National Educational Film and Video Festival for a report on political Islam; and a GLAAD Media Award for Outstanding TV Journalism for his *20/20 Downtown* report on high school athlete Corey Johnson.

Cooper graduated from Yale University in 1989 with a Bachelor of Arts degree in political science. He also studied Vietnamese at the University of Hanoi. Cooper is based in New York City.

Kevin Conroy

As Executive Vice President and Chief Operating Officer of AOL for Broadband, Kevin Conroy oversees business operations for AOL for Broadband, the first online service specifically designed for broadband. In this role, he oversees AOL for Broadband business operations, managing all aspects of the AOL for Broadband services.

Prior to his current position, Conroy served as Senior Vice President and General Manager of AOL Entertainment where he was responsible for directing AOL's entertainment strategy for Games, Movies, Music, Radio, Sports, Television and Ticketing across the AOL service and its Web properties.

Under Conroy's leadership, the AOL Entertainment group successfully launched a wide range of compelling programming franchises including AOL Games' First Play, AOL Movies' First Look, and AOL Television's First Watch, modeled after AOL Music's groundbreaking First Listen program, which provides consumers with the opportunity to hear the most anticipated new songs on AOL before anywhere else. Applying the strategy he developed to successfully guide AOL

Music, Conroy's approach helped build one of the largest and most active consumer audiences for online entertainment and attract major brand sponsors including American Express, Coca-Cola, Gap, Honda, Nestle, Pepsi Co. and T-Mobile.

After joining the company in 2001 to head the AOL Music group, Conroy built the leading online music destination with more than 15 million monthly visitors (comScore Media Metrix) through relationships with more than 100 record labels and unmatched opportunities for online consumers to discover, experience, and own music easily and conveniently.

In addition to developing franchise features such as the Artist Discovery Network, Sessions@AOL, First Listen, and First View, Conroy and his team were instrumental in expanding consumers' ability to experience online media through enhancements to products like Winamp and the AOL Media Player; introducing new products like AOL's first built-in radio service, Radio@AOL; and launching AOL's first premium music subscription service, MusicNet on AOL.

Prior to joining AOL, Conroy was Chief Marketing Officer and President of New Technology at BMG Entertainment, where he was responsible for overseeing all marketing and new media development for BMG's businesses. Under his guidance, BMG took a leadership role in the area of Internet-related music marketing and the development of new media properties.

Dennis Swanson

Veteran television executive Dennis Swanson, whose long and distinguished career includes leading flagship stations for NBC and ABC, in addition to creating the "Oprah Winfrey Show," is one of the most successful and respected TV operators in the business. Named as the new President of station operations in October 2005, Swanson oversees all of the 35 Fox Television owned stations across the U.S.

Swanson joined Fox Television Stations Inc. from the Viacom Station Group, where he served as Executive Vice President and Chief Operating Officer since joining the company in 2002.

Prior to joining Viacom, Swanson served as president and general manager of WNBC New York, where he was named Broadcasting & Cable's "Broadcaster of the Year. Named president and general manager of WNBC in 1996, Swanson went on to lead the group to the top of the ratings in New York. Under his watch, the station unseated long-time market leader WABC-TV in the local news race, in addition to generating the highest revenues of any station in the entire country during the six years Swanson has run it. In 1998, Swanson was named co-chairman of NBC's Olympics Committee.

Swanson joined WNBC from ABC, where he served as the president of ABC Sports from 1986 to 1996, during which he persuaded the International Olympic Committee to stagger its winter and summer games and hold them every two years, one of the most dramatic shifts in major sports programming history. Also under his watch, ABC's signature sports franchise "Monday Night Football" became one of television's top-rated primetime programs, ranking among the top 10 shows throughout his tenure.

Swanson also served as president of ABC Daytime and ABC Children's Programming from 1991 to 1993. Prior to joining ABC Sports, he was president of the ABC-owned television stations from 1985 to 1986.

Previously, Swanson was vice president and general manager of WLS-TV, the owned-and-operated ABC station in Chicago, where he gave Oprah Winfrey her first daytime talk show. The show would eventually evolve into the "Oprah Winfrey Show," the most successful daytime talk show in television history.

From 1981 to 1983, Swanson was the station manager of KABC-TV in Los Angeles. He joined KABC-TV in 1976 as executive producer of local news and was later promoted to news director. In 1978, Swanson won the most prestigious award in broadcasting -- the George Foster Peabody Award -- for KABC-TV's coverage of the Los Angeles police department.

Prior to joining ABC, Swanson worked for Television News Inc. in Chicago from 1973 to 1976, holding both sports and marketing positions. He was later director of the company's news division in New York.

Swanson was also an assignment editor and field producer for NBC News, based at WMAQ, ('68-'73), an on-air sportscaster and producer for WMAQ radio and television ('70-'73), a news producer and assignment manager for WGN radio and television in Chicago, and a reporter for WMT radio and television in Cedar Rapids, Iowa.

Swanson is a former president of the New York State Broadcasters Association and has served as chairman of the group's annual Executive Conference for the past four years. He was recently elected Chairman of the Board of Trustees of the National Academy of Television Arts and Sciences (NATAS). He is a member of the Board of Directors of The Advertising Council, the New York Theater Workshop, PENCIL, the Broadcasters Foundation, NYC & Company, NY 2012, the IRTS, and the Museum of African Art. In addition, he is the President of the Broadway Association Inc. and serves as a member of the Advisory Board for the Committee for Hispanic Children and Families, Inc. Swanson is also a member of the Ireland-United States Council for Commerce and Industry. In addition, Swanson is a trustee of the St. Patrick's Day Parade Committee and has served as a trustee of the Congregational Church in New Canaan, CT. He is also a founding member of the Fighting Blindness League.

On June 25, 1999, Swanson was designated as that day's "Daily Point of Light" by former President George Bush. He was chosen to receive the honor for his commitment and efforts to better the community through his role as chairman of the Emma L. Bowen Foundation for Minority Interests in Media, an organization that helps minority students secure employment after graduation. Swanson has been chairman of the Foundation since 1991.

Swanson is also the recipient of several prestigious journalism honors. In addition to the 1978 Peabody Award, he received the National Academy of Television Arts and Science's Silver Circle Award, Chicago Chapter in 1995. He has been the New York State Special Olympics Man of the Year, and on behalf of ABC Sports, accepted the Billie Jean King Achievement Award from the Women's Sports Foundation in 1988. Swanson was also honored with the prestigious Jockey Club Gold Medal in 1988 and currently serves on the Board of Directors of Churchill Downs.

Swanson graduated from the University of Illinois in Champaign-Urbana with a master's degree in communications and political science in 1966 and a bachelor's degree in journalism in 1961. A native of Wilmar, Calif., he was raised in Springfield, Ill. and served as an officer in the U.S. Marine Corps from 1961-1963. He is married, and he and his wife, Katharine, have three children and eight grandchildren.

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