

AICE

News—For Immediate Release

2010 AICE Awards Finalists Announced

Chicago, IL – April 26, 2010 – AICE has released the list of finalists for the 2010 AICE Awards competition honoring creative excellence in editorial, design and visual effects. (See attached list for full finalist details.) Winners in this year's competition—the organization's 9th annual awards presentation—will be announced at the gala 2010 AICE Awards Show to be held in Chicago on May 20 at the Field Museum. Tickets for the event are now available on the AICE web site at www.aice.org.

Entries for this year's competition were submitted in a variety of categories which include a range of genres for multiple media platforms. The list includes Comedy, Design, Dialogue, Montage, Music & Sound, Music Video, National Campaign, New/Emerging/Alternative Media, Public Service, Spec Spot, Storytelling, Under \$50K and Visual Effects. The Design category is new to this year's competition.

In addition, the Best of Chapter categories honor the best work from member companies in each of AICE's nine international chapters: Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, San Francisco and Toronto.

For the fourth year in a row, AICE Awards entries were judged by select panels of editors, agency creatives and production company producers and directors in each chapter city.

Among the post production and editorial houses scoring multiple finalist nominations are Outside Editorial with six entries earning finalist status and Optimus/Chicago which each earned four. Companies with three finalists include Beast/San Francisco, Big Sky Editorial, Peep Show, Radium, Relish, Rooster and School.

Media Contacts:

Burke Moody, AICE, 212-665-2679, burke@aice.org

Tom Duff, Optimus, 312-321-0880, tduff@optimus.com

Anthony Vagnoni, AVagnoni Communications, 973-493-8736, anthony@avagnoni.com

About AICE

AICE is an international trade association whose members are independent creative editorial, design and visual effects companies and their editors, designers and artists. The organization includes 117 editorial and post production companies in nine regional chapters across North America, along with a growing number of associate member companies which provide goods and services to the post production industry. AICE's core mission is to advance and promote the editorial and post production industry and to emphasize the vital role editors, designers and artists play in the ever-changing media creation process. To this end, AICE undertakes a diverse range of activities, including representing the creative post production community within the advertising industry, managing and conducting important exchanges with industry organizations whose members include advertisers, ad agencies,

broadcasters and production companies and regularly disseminating information on all aspects of editorial and post production for the professional development of its members and other stakeholders. AICE also develops industry standards and best practices, and educates its membership, advertisers and ad agencies on all aspects of editorial and post production. It's annual AICE Awards, presented each spring, and recognizes the creative achievements of AICE's editors, designers and artists. AICE's members represent a significant segment of the advertising and marketing communications industry, and the organization is leading its members through a period of unprecedented change and opportunity. For more information on AICE, its programs and its sponsorship opportunities, contact Burke Moody at 212-665-2679 or at burke@alice.org, or visit www.alice.org.

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