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## **FOX INTERNATIONAL CHANNELS ASIA CHAMPIONS CREATIVITY WITH FIVE PROMAX|BDA ASIA 2009 AWARDS**

**SINGAPORE, 10 DECEMBER 2009** – Underscoring its superhero status in the field of promotion and marketing, the creative team at FOX International Channels Asia has won a total of five Gold and Silver awards at PROMAX|BDA Asia 2009.

Bill McQueen, Regional Brand Director of FOX International Channels Asia, said in the award presentation ceremony: “With a passionate and talented creative team that combines local sensibilities with a global outlook, FOX International Channels Asia is able to consistently connect with viewers in more than half a billion homes across Asia. For us, these five PROMAX|BDA awards are a special recognition of our team efforts to communicate the excitement and wonder of our channels’ programming and build our network’s audience.”

FOX International Channels Asia received the following PROMAX|BDA Asia 2009 awards:

- **Gold Award for Best Drama Promo**, for *The Practice* (FOX CRIME)
- **Gold Award for Best Documentary** for *Mega Movers* (National Geographic Channel)
- **Gold Award for Best Interstitial** for *Nat Geo’s Top 30 Winner* (National Geographic Channel)
- **Silver Award for Best Sales and Marketing Presentation** for the Fox Media Content Reel
- **Silver Award for Best Documentary Promo** for “*It’s fun every night at 10pm*” (National Geographic Channel Japan)

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. The PROMAX & BDA Awards are recognized worldwide as the pinnacle of promotion and marketing achievement. They are granted by a panel of industry experts on the basis of overall creativity, production quality, and success in achieving objectives.



**About FOX International Channels**

FOX International Channels (FIC) is News Corporation’s international multi-media business. We develop, produce and distribute 183 wholly- and majority-owned television channels in all markets across Latin America, Europe, Asia and Africa, in 35 languages. These networks and their related mobile, non-linear and high-definition extensions, reach over 735 million cumulative subscribing households worldwide. We also operate a global online advertising unit, .FOX (pronounced “dot-fox”) specialized in online video and display, and four TV production houses.

In Asia, FIC operates 37 channels including the FOX, STAR and National Geographic brands across 13 markets in Singapore, Malaysia, Indonesia, Philippines, Thailand, Hong Kong, China, Taiwan, Japan, Korea, Australia, the Middle East and India. For more information, please visit <http://www.foxinternationalchannels.com>

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