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**INTER/MEDIA ADVERTISING® AND INTERIMAGE PRODUCTIONS®
CAPTURE PLATINUM AVA AWARD FOR UBISOFT 'MY WORD COACH'
SPOT**

ENCINO, CA – Inter/Media Advertising® and its subsidiary Inter/Image Productions® have been honored with the 2007 Platinum Ava Award for the spot they created to help Ubisoft launch its “My World Coach” game. The game was created in collaboration with linguists to enable players to improve their verbal communication and vocabulary in a fun and challenging way.

The Platinum Award is the highest honor presented by the organization. The international Ava Awards recognize outstanding work by creative professionals involved in the concept, writing, direction, shooting, and editing of audio-visual materials and programs. Entries include film, analog and digital productions viewed in a wide variety of mediums -- from movie screens to televisions to computers. Entrants include video and film production companies, web developers, advertising agencies, PR firms, corporate and government communication departments, producers, directors, editors, and shooters.

“We are honored that the Ava Awards selected the ‘Missing Letters’ spot on behalf of My Word Coach over the thousands of entries that were submitted, ” said Robert Yallen, President of the Inter/Media Group of Companies. “This 60-second spot was designed to be more informative and demonstrative than the 30-second brand spot that was



produced by the client's brand agency. Our spot's focus was to drive retail and the results were excellent."

Inter/Media, a \$400-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques, has continued to accrue platinum, gold and silver awards over the past year for its memorable campaigns on behalf of such clients as Auto Insurance Specialists (AIS), GMAC Insurance, It's Just Lunch Dating and Matching Service, Enhansulin and Storage Barn.

The winning Ubisoft campaign was a product of Inter/Media's creative team headed by Oscar Bassinson, Creative Director of Inter/Media Advertising and President of InterImage Productions, the award-winning and results-oriented film and video production company specializing in radio and TV commercials, infomercials, corporate videos, and print advertising.

"This is a great way to start off 2008," noted Yallen.

About Inter/Media Group of Companies

Inter/Media Advertising is a fully horizontal integrated \$400-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques. Founded in 1974 and recognized as a major force in the direct response advertising industry, Inter/Media also specializes in retail brand building and advertising support. Inter/Media's proprietary and precedent-setting lead/sales tracking system AccuTrak[®] provides clients with statistical data on the specific origin of each customer response, enabling clients to maximize the value of vanity phone numbers. The company is comprised of seven business units--Inter/Media Advertising[®] (strategy, planning and research), Inter/Media Time Buying Corp[®] (offline media execution), Inter/Media Interactive (online planning, buying and creative), Mediapoint Network[®] (Performance-based advertising), Inter/Image Productions[®], Inter/Post Productions[®] Editorial, and InterQuantum, LLC (retail brokering, marketing consulting)--which operate interactively to service client needs. For more information, go to <http://www.intermedia-advertising.com>.

**EDITORS NOTE: 300 dpi downloadable photos are available at
www.intermedia-advertising.com/media.html**