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## **NEW CURRENT NETWORK NETS FIVE BDA AWARDS**

*San Francisco (June 27, 2006)* – Less than a year after its broadcast launch, the Current TV network received awards in five categories at the prestigious 2006 BDA North America Design Awards competition. The Awards were presented at the 2006 PROMAX and BDA International Conference in New York on June 21. Promax/BDA is the worldwide association of entertainment marketers, promoters and designers, representing more than 500 television stations and all major broadcast and cable networks from the U. S. as well as more than 3,000 individual members in 70 countries. The awards are considered to be one of the highest honors in television.

The new cable net was lauded with awards in the following categories:

“Logo” – Silver Medal – For the network logo, created by Brett Wickens, MetaDesign, and world renowned graphic designer Peter Saville.

“Art Direction and Design” – Gold Medal – Given to Current for branded network IDs, received by Current design director Micah Hahn.

“Open” – Silver Medal – For the animated open to the network’s “Google Current” series, an ongoing partnership with Google that reports the latest buzz on the Internet. Executive producer Eddie Sotto; design director Alex Lyu, 3 Pin Media.

“Image On-Air” – Silver Medal – For the general graphical look and feel of the network’s on-air broadcast, for work by Alexei Tylevich, Logan; and Current design director Micah Hahn.

“Talk Set” – Silver Medal – For Current’s home base set, built as a re-creation of John Lautner’s landmark “Chemosphere” residence in Los Angeles, created by Frank Escher, Chris Carr, and Duncan Nicholson of the John Lautner Foundation; Current director of production Patrick Newall; and production designer Charisse Cardenas.

“We’re deeply honored that Promax and BDA have recognized Current in so many categories,” said David Neuman, president of programming. “Current was created with the idea that we would try to innovate in every aspect of the network, so we can give our audience something truly unique in the television medium. When an association as esteemed as BDA gives us a nod—in fact, five nods—we know we’re heading in the right direction.”

(more)

About Current TV

Current TV, which launched August 1, 2005, is the first national network created by, for and with an 18-34 year-old audience. The network shows young adults what's going on in their world, in their voice. Current is also the first network in history whose programming is supplied in part by the very audience who watches it. Its award-winning, short-form programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues such as the environment, relationships, parenting, finance, politics and spirituality. Through a partnership with Google, its programming is anchored each half-hour by "Google Current," which offers news without a traditional news desk by reporting on topics that people are searching for on the web. Current is available in 28 million U.S. homes via Comcast, Time Warner Cable and DIRECTV. For more information, please visit the website: [www.current.tv](http://www.current.tv).

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