



MessageMakers

experiences that transform

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FOR IMMEDIATE RELEASE:

MESSAGEMAKERS PRESENTS TWO TELLY AWARDS

Lansing, Mich. (January 6, 2009) - The statuettes won't fit in their stockings, but two organizations received a special treat over the holidays: Telly Awards, received for the outstanding video productions produced for them by MessageMakers.

A Bronze Telly, the second-highest honor, went to an informational video created for the National Association for Family Child Care (NAFCC). This video encouraged childcare providers to have their services accredited to demonstrate their adherence with professional standards - and families to look for this accreditation as they make childcare choices.

"Obviously having trust in your family's childcare provider is extremely important, and NAFCC's message was to inform families of available accreditation standards for providers, to give them confidence in having great care," says Ian Busch, videographer for MessageMakers. "We were glad to work on a piece with such relevance to the country's wellbeing."

A video created for Michigan State University's Academic Technology Services was awarded a Bronze Telly, having previously won an Ava Award as well. This video documented the growth and innovation of the computer services that MSU has been providing for the past 50 years.

"As an editor, I use technology such as computer network services to get more done than just my job. Working on this video was really interesting in the sense that I was able to learn about the development of a networking service, such as the one that MSU students use every day. It's amazing to see how much growth the idea of a computer and its networking has had in the past ten, fifteen years," said Rick Weaver, assistant editor of the video.

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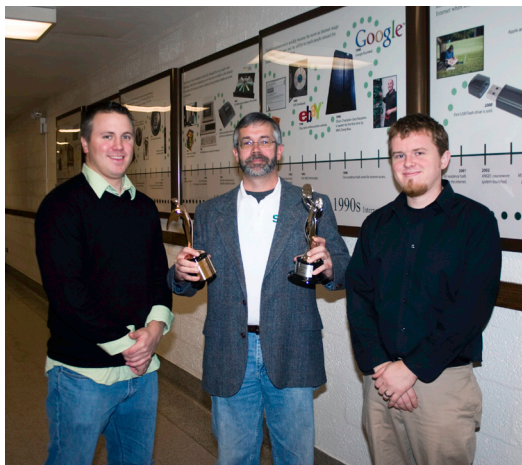
MessageMakers produces experiences that transform worldwide in a number of arenas: creative media (high-definition video, audio, print), public information campaigns, instructional design and event production services. This year alone, the company has won eight awards for the quality of its work. For more information, visit www.messagemakers.com.

The National Association for Family Child Care is a non-profit organization dedicated to promoting quality childcare by strengthening the profession of family childcare. They promote professional accreditation and conduct training programs. For more information on the NAFCC, visit www.nafcc.org.

MSU ATS provides many of the core computing and technology services essential to research and learning at Michigan State University. They operate the university's data network, connecting people via wired and wireless connections across the campus and to the Internet. They also provide the university's online identity infrastructure, supporting campus network file storage, and deliver millions of e-mail messages each day to nearly 150,000 MSU e-mail accounts. For more information on MSU ATS, visit ats.msu.edu.

The Telly Awards honor the very best local, regional and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. Today, the Telly is one of the most sought-after awards by industry leaders. For more information on the Telly Awards, visit www.tellyawards.com.

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High-quality photo of Rick Weaver (left) and Tom Lietz (right) of MessageMakers presenting Telly and Ava Awards to Thomas Davis (center) of MSU ATS available at <http://www.messagemakers.com/images/MSU-ATS.jpg>