



ENTRY FOR THE DAYTIME ENTERTAINMENT EMMY® AWARDS GOES ONLINE!

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES LAUNCHES FIRST ONLINE ENTRY PORTAL FOR EMMY® AWARD ENTRANTS AND JUDGES

New York - December 6, 2007 - The National Academy of Television Arts and Sciences (NATAS) today announced the launching of an internet portal where entrants and judges can enter the 35th Annual Daytime Entertainment Emmy® Awards competition online.

The new portal <http://www.daytimeemmys.tv/> provides a “green” paper-free ability for entrants and judges to complete applications and receive direct email notification of their status while keeping them up to date on important deadlines and requirements. The new portal, developed with Corent Technology, Inc., a Delaware corporation, with its principal offices in Aliso Viejo, CA, allows for easy internet access to entry applications and rule book materials and the ability for judges to electronically submit their voting ballots from anywhere and at anytime.

“This new portal for the Daytime Entertainment community brings us into the 21st century with a *state of the art* entry tool that provides accuracy, immediate feedback and an opportunity for constant communication,” said Brent Stanton, Executive Director of the Daytime Emmy Award program. “Not only can you create your profile, review your entry status, submit payment by credit card through *PayPal*, upload judging credentials, download PDF files of important documents and ask questions, the new system will allow judges to effortlessly be assigned to panels where they can review entries and vote electronically from the comfort of their home or the nearest Starbucks.”

Response to the new portal has been encouraging. Ryan Harrington, Managing Producer, A&E programming (*Sell This House, Big Spender, Find and Design*) raved, “I think it’s a much, much better system. Easy to use, user friendly and super fast.” Syndi Shumer of *Sesame Street* chimed in, “I LOVE the new online entry system – a big thumbs up from here!!!” Delphine Pham, Online Marketing Coordinator at Mike Young Productions emailed that, “It seems really simple and so far I’m finding it helps in accuracy and speed.”

With the launch of this portal, Peter Price, CEO and President of the National Academy of Television Arts & Sciences, sees all of the other Emmy® Award programs coming on board within the next year. “The new Daytime Entertainment portal is just the beginning

of the digitizing of all our entry award processes as more and more of our business both internally and externally is moving to Broadband,” said Mr. Price. The 35th Annual Daytime Entertainment Emmy® Awards will be broadcast live on ABC Television from the Kodak Theatre in Los Angeles, CA on Friday, June 20, 2008.

The National Academy of Television Arts & Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy® Awards for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Beginning in 2006, NATAS began recognizing programming produced for the Internet, cell phones, and portable media players with its new Broadband Emmy Award for Outstanding Achievement in Content for Broadband and Portable Delivery. Excellence in Primetime programming and international programming is recognized by its affiliate, the Academy of Television Arts & Sciences. Regional Emmys are given in 19 regions across the United States. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv.

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