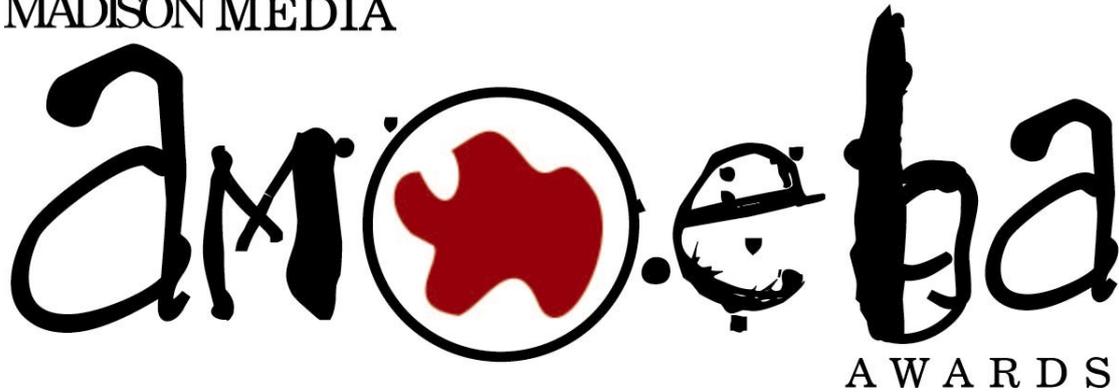


PRESS RELEASE*For immediate release***MADISON MEDIA****Madison Media launches AMOEBA AWARDS**

March 14, 2006: Madison Media this year launched their own AMOEBA Awards to encourage and reward innovative thinking in the planning and consumption of Media. A total of 197 entries across 11 categories ranging from Media Research and Never-before-Used-Media to Innovation were received. A 2-stage judging process was adopted, wherein at Stage 1, a set of 16 judges chose 51 'nominations' for the final Awards. These were then judged by an external jury in 2 batches. The external jury consisted of **Shripad Nadkarni**, Director, Marketgate Consulting Pvt. Ltd., **Bhaskar Das**, Executive President, The Times of India Group, **Sunil Lulla**, CEO, Times Now, **Raj Nayak**, Chief Executive, NDTV Media and **Atul Phadnis**, Chief Evangelist, Media e2e.

Says **Sam Balsara**, “*Earlier in the year we had launched a company wide program 'think pink' to encourage Madisonites to think differently and approach problems and challenges in a totally different manner. Amoeba Awards sought to recognise and reward those Madisonites in the Media unit that imbibed the 'think pink' spirit*”.

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Says **Punitha Arumugam**, *“The major focus of the Awards was to encourage use of 'other' media in combination with TV for synergistic effect and to use TV innovatively to arrest the decline in ROI on TV investments. I am glad that the challenge thrown at Madisonites was met enthusiastically as seen by the number and quality of entries. I am delighted that in the eyes of the external judges we have done outstanding work consistently across ALL our clients”*.

Team Marico at Madison won the title of Team of the year and an Award for best All Rounder of the year, thanks to the Outstanding work done for World Heart Day. Other individual Awards were won by Teams handling clients like Airtel, Asian Paints, Cadbury, Coke, Essel group, Godrej, Kotak, McDonalds, P&G, Tata brands and TVS.
