

Propaganda GEM
3767 Overland Avenue, Suite 115
Los Angeles, California 90034
Contact: Kate Neumann
(310) 202-2300 - kate.neumann@propagandagem.com

For Immediate Release

Propaganda Global Entertainment Marketing Drives Home Award for Audi

Los Angeles, CA – Propaganda Global Entertainment Marketing (Propaganda GEM) is proud to announce receipt of the Brandchannel Brandcameo 2005 Award for Best Performance by a Product in a Supporting Role in recognition of the high-profile placement of their client Audi in the 2005 box-office smash hit Transporter 2.

“We are honored that Brandchannel has recognized our work undertaken on behalf of Audi,” says Ruben Igielko-Herrlich, Propaganda GEM founding partner and co-president. “This makes two consecutive years that Brandchannel has awarded our Audi placements -- our work in I, Robot won the 2004 "E.T." Reese's Award for Achievement in Press Coverage and now, with a win for Transporter 2, we could not be more thrilled.”

The high-profile 12-cylinder Audi A8 placement in Transporter 2 gives extraordinary exposure to Audi’s brand values of sportiness, progressiveness and sophistication, while showcasing what Audi’s do best – drive. To date, the action thriller has grossed more than \$84 million worldwide.

“The global team of innovative thinkers at Propaganda always try to obtain the most relevant and satisfactory branded integrations for us,” adds Tim Miksche of Audi Germany Cultural Sponsoring and International Product Placement. “We are grateful for their support and look forward to continuing our longstanding relationship and creative endeavors.”

Founded in 1991 by Ruben Igielko-Herrlich and Anders Granath, Propaganda GEM specializes in product placement and promotions for film, television, music videos and video games.

Headquartered in Geneva and Los Angeles, Propaganda’s global outreach includes additional offices in Hong Kong, Tokyo, Shanghai, Beijing, Moscow, Sydney and throughout Europe. Clients include Bang & Olufsen, Bentley, Casio, Lacoste, Lamborghini, Nokia, TAG Heuer and Panasonic. For more information, please visit www.propagandagem.com or email info@propagandagem.com.

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