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E.B. LANE

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Phoenix-based Advertising Agency Wins Awards in Prestigious International Competition

*E.B. Lane wins **four** Bronze Telly Awards for cable and travel industry clients*

PHOENIX – May 27, 2008 - Phoenix-based advertising, interactive and public relations agency E.B. Lane has won **four Bronze Telly Awards** for superb creative work for national client, Cable ONE and RockResorts.

The Telly Awards, an international competition that receives more than **14,000** entries each year, showcases the best work produced by some of the most respected advertising agencies in the world.

“Our priority is to deliver excellent creative work for our clients. Our satisfaction rises to a new level when our work receives international recognition through industry awards, such as the Telly Awards,” said Beau Lane, CEO of E.B. Lane. “We attribute these honors to the imaginative capabilities of our talented people.”

E.B. Lane received the following Bronze Telly Awards:

- Bronze Telly Award: Cable ONE’s commercial entitled, “**Jump,**” won in the Telecommunications/Internet Service category. “Jump” showcases Cable ONE’s High Speed Internet and touts it as the fastest internet connection and reliability of service. “Jump” generated strong results for Cable ONE and recruited hundreds of new customers to Cable ONE.
- Bronze Telly Award: Cable ONE’s commercial entitled, “**Climbing the Walls,**” won in the Telecommunications/Internet Service category. “Climbing the Walls” highlights

Cable ONE's corporate branding campaign that centers on listening and responding to customers' needs, specifically targeting dissatisfied satellite TV users.

- Bronze Telly Award: Cable ONE's commercial entitled, **"Uh-Huh,"** won in the Telecommunications/Internet Service category. Targeting the overall TV audience, "Uh-Huh" highlights Cable ONE's strength in listening and responding to customers' needs. "Uh-Huh" generated positive results with customer retention at an all-time high.
- Bronze Telly Award: RockResorts' **"The Arrabelle at Vail Square mini-movie"** won in the Travel/Tourism category. The mini-movie captures the magnificent hotel through a stunning ice sculpture that mirrors the facade of the hotel. The mini-movie is posted on RockResorts' Web site to build awareness of The Arrabelle at Vail Square before its opening, resulting in increased traffic to RockResorts' Web site.

About E.B. Lane

Established in 1962, E.B. Lane is one of the Southwest's largest full-service advertising, interactive and public relations agencies, with annual capitalized billings of more than \$65 million.

Clients include Wal-Mart, Cable One, Inc., Arizona Cardinals, RockResorts, The Arizona Biltmore Resort & Spa, Greater Phoenix Convention & Visitors Bureau, Arizona Super Bowl XLII Host Committee, SunCor Development Company, Phoenix Convention Center, Health & Wealth Raffle in support of St. Joseph's Hospital and Medical Center, Xanterra Parks & Resorts and The Alter Group.

For more information, visit www.EBLane.com.

About Telly Awards

Founded in 1978, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, as well as the finest video and film productions. The Telly Awards annually showcases the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. The Telly Awards is a widely known and highly respected national and international competition and receives over 14,000 entries annually from all 50 states and many foreign countries.