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733 West McDowell Road
Phoenix, AZ 85007
602-258-LANE (5263)
www.eblane.com

E.B. LANE

Memorable ideas at work

Contact: Megan Reisig
E.B. Lane Public Relations
602.258.5263 x129
mreisig@eblane.com

E.B. Lane Wins Four Telly Awards

Phoenix-based Advertising, Interactive and Public Relations Agency Excels in International Competition

PHOENIX – Wednesday, August 29, 2007 – Phoenix-based advertising, interactive and public relations agency E.B. Lane won four Telly Awards in an international competition recognizing outstanding creative work. The agency won all four awards for television commercials produced for Cable ONE, Inc.

The 28th Annual Telly Awards competition received more than 14,000 entries from around the world. E.B. Lane was honored with four Bronze Telly Awards for the following commercials:

“Infinite Freedom,” an emotionally rich 60-second spot, demonstrates the impact of technology by revealing how people’s lives benefit from the freedom provided by a Cable ONE high-speed Internet connection.

“Stories,” a 30-second spot, presents consumer questions as dimensional handwriting over a scene while visually bringing in people to demonstrate how Cable ONE satisfies those needs and wants.

“Gotta Go,” a humorous 30-second spot, compares two dogs whose owners have different Internet connections. One dog is stuck inside waiting for his owner’s slow Internet connection before he can answer nature’s call, while the second dog enjoys the “relief” that comes with his owner’s high-speed Cable ONE connection.

“Robots,” a 30-second spot depicts a satellite customer’s frustration at having her call answered by robots spouting automated responses. When the customer calls

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Cable ONE instead, she is amazed when she experiences something that is rare these days: a real, live operator on the other end of the phone.

“These awards prove that Phoenix is being recognized as a great place for clients who seek creative advertising solutions, not just in the Valley, but on a national level as well,” says, Beau Lane, CEO of E.B. Lane.

Founded in 1978, the Telly Awards are recognized as the industry’s premier awards competition, honoring outstanding local, regional and cable television commercials, programs and segments. As a highly respected national and international competition, the Telly Awards received entries from all 50 states and five continents. Each year, judges consist of a group of highly qualified advertising, production and other creative professionals, all of whom have previously won Telly Awards themselves.

About E.B. Lane

Established in 1962, E.B. Lane is one of the largest full-service advertising, interactive, and public relations agencies in the Southwest, with annual capitalized billings of more than \$56 million.

Clients include Wal-Mart, Cable ONE, Inc., RockResorts, The Arizona Biltmore Resort & Spa, Greater Phoenix Convention & Visitors Bureau, Xanterra Parks & Resorts, Arizona Cardinals, Arizona Super Bowl XLII Host Committee, DMB Realty, Calvary Center, Arizona Bank & Trust Carl Walker Parking Structures, the Health & Wealth Raffle in support of St. Joseph’s Hospital and Medical Center, Arizona Alzheimer’s Consortium, and The American Foundation.

For more information visit www.eblane.com.

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