



NEWS RELEASE

Contact: Steven Klapow
914-683-5759
steven@berlinprod.com
Project images available on request

ANOTHER TELLY AWARD FOR BERLIN PRODUCTIONS

Winning project features cartoon-style animation that promotes child hygiene

WHITE PLAINS, NY — March 14, 2007 — Berlin Productions (BP) has won a Telly Award for animation in a video that educates children about the health benefits of keeping their hands clean.

Animated in the style of a Saturday morning cartoon, "The Germ-O-Tron" is the first installment of *The Adventures of Cora & Cory*, a series starring two hygiene-savvy children. In this debut episode, Cory builds the Germ-O-Tron, a robot that is intended to destroy germs but instead goes haywire and threatens to destroy much more. Together, Cora and Cory defeat the Germ-O-Tron while demonstrating the value of using hand wipes to prevent the spread of germs. The cartoon also includes a sing-along that promotes the use of the wipes.

"It's especially gratifying to be recognized for our work on *Cora & Cory*, because it wasn't just another project," said Rick Berlin, president of BP. "The finished product offers valuable health information to kids and helps them develop positive habits like keeping their hands clean. All of our projects have a message, but because this one is beneficial to children's health, I feel especially good about it."

BP was hired by the film and video production company ACM Productions (www.acmproductions.tv) to animate the feature for PDI, the health-care division of Nice-Pak Products, the global leader in moistened wipes. Nice-Pak invented the "wet-nap" in 1956 and is now marketing Sani-Hands Wipes for Kids, a moist wipe for children.

Dylan Wood, vice president and creative director at BP, was the project's key animator, and the project was storyboarded by Rick Berlin. The finished result was mastered on DVD and VHS, and distributed to schools.

This is BP's third Telly; the company won two in 2006. Established in 1978, the Telly Awards is an international competition that honors TV commercials and programs, as well as non-broadcast video and film productions. Entrants include ad agencies, production companies, TV and cable operators, and corporate video departments. More than 12,000 entries are submitted each year.

About Berlin Productions:

Now celebrating its 25th year, Berlin Productions (www.berlinproductions.com) is a visual communications firm that produces Web sites, video, CD-ROMs, DVDs, kiosks, animation, presentation, illustration and print design for corporate, educational, medical and government institutions. BP's clients include Sprint/Nextel, Nokia, Pepsi, GHI, SoBe, Dun & Bradstreet, Columbia University, Starbucks, Prudential, Sony, and the U.S. Department of Veterans Affairs.