



**FOR IMMEDIATE RELEASE**

**Contact:** Jeff Donaldson  
412.642.7700  
[jeff.donaldson@elias-savion.com](mailto:jeff.donaldson@elias-savion.com)

**VELOCITY World Media Wins Gold in 2011 International Davey Awards**  
*– Ticketing Website Provides Glimpse of Company's Dynamic Interactive HD Programming –*

**NEW YORK, November 15, 2011** — [VELOCITY World Media®](#), the largest global, private experiential television network, is pleased to announce the company won Gold in the 2011 International Davey Awards, which recognize distinction in creative work based on a standard of excellence developed by the International Academy of the Visual Arts (IAVA). VELOCITY won in the category "Websites/Online Marketing" for the company's e-commerce site, [VELOCITYBoxOffice.Com](#), which serves as the exclusive ticketing agent for interactive broadcast events produced by VELOCITY World Media. The site was developed in-house and features custom videos created by the same award-winning production team that produces VELOCITY's interactive broadcasts, and provides ticket buyers with a glimpse of the VELOCITY HD Experience.

"For ticket buyers who are attending a live, interactive event for the first time, the VELOCITY Box Office website is their introduction to VELOCITY's unique style of presenting high-definition experiential television," said Philip Elias, president and CEO of VELOCITY World Media. "That's why the site had to be developed by the same team of creative professionals who produce VELOCITY broadcast events."

The International Davey Awards are judged by members of IAVA, an invitation-only body consisting of top-tier professionals from a "who's who" of acclaimed media, interactive, advertising and marketing firms. IAVA members include executives from Condè Nast, Disney, Microsoft, HBO, MTV, Polo Ralph Lauren, Sotheby's Institute of Art, and Victoria's Secret.

– more –

## **VELOCITY World Media Wins Gold in 2011 International Davey Awards**

*– Ticketing Website Provides Glimpse of Company's Dynamic Interactive HD Programming –*

Launched in 2005, VELOCITY World Media specializes in producing custom experiential television programming live via EchoStar satellite for invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels throughout the world. VELOCITY has produced cutting-edge broadcasts for a host of Fortune 500 pharmaceutical, financial and technology companies, reaching high-value audiences in the world's top 200 markets.

VELOCITY Box Office takes live HD broadcasting to the masses by enabling fans to buy tickets to one-of-a-kind live entertainment events, including interactive FIRST SPIN concerts and album release parties featuring the world's top recording artists; the ICON Speaker Series featuring bestselling authors and other thought leaders; the Fantasy Experience with top sports and Wall Street analysts; the Culinary Experience hosted by brilliant chefs and winemakers; and LUXE Auctions, where luxury buying lights up the big screen.

VELOCITY Box Office has featured Grammy award winners and nominees, such as jazz legends Wynton Marsalis and Stanley Jordan, as well as pop and country artists like Jewel.

To learn more about VELOCITY World Media, please visit [www.VELOCITYWorldMedia.com](http://www.VELOCITYWorldMedia.com).

### **About VELOCITY World Media**

VELOCITY World Media, the largest global, private experiential television network, specializes in producing custom High-Definition television programming live via EchoStar satellite to invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. Since 2005, VELOCITY has produced powerful HD broadcasts that have reached more than 300,000 key decision-makers with critical information across a wide range of topics while eliminating more than half of a billion pounds of climate-changing gases caused by air travel. For more information, visit [www.VELOCITYWorldMedia.com](http://www.VELOCITYWorldMedia.com).

**###**