



FOR IMMEDIATE RELEASE:

MadStache, Inc. Wins Silver ADDY for *Blue Zoo TV Webisodes*

MadStache received a Silver ADDY Award for its *Blue Zoo TV Webisodes* submission in the Interactive Media category. The ADDY Awards are the world's largest advertising competition, and are conducted by the local affiliates of the American Advertising Federation, a national not-for-profit advertising industry organization.

Blue Zoo TV is a series of webisodes hosted by Frank Reece as he presents the world of aquatics like you've never seen before; from the unique to the unimaginable. Webisodes can be seen on BlueZooTV.com and feature national aquariums, fish farms, breeders, and hobbyists (including celebrities and athletes) who have fabulous tanks. Frank also hosts a weekly radio show, Blue Zoo Radio.

Blue Zoo TV is sponsored by Hikari, makers of quality aquatic diets for tropical and marine fish, and by Kordon, makers of premium aquarium and pond keeping products.

While primarily known for television production with a number of series and specials to its credit, MadStache is a full-service, multi-media company recognized for award-winning commercial production. It provides state-of-the-art, high-definition capabilities from acquisition through post-production, as well as 3D animation, DVD authoring, and web design.

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AMERICAN
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GREATER
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2010 Silver Addy® Award



Blue Zoo Webisodes

Submitter : MadStache

Client : FAS Communications

Frank Reece, Executive Producer, Host
Richard Riley, Producer, Videographer, Editor
Nate Snipes, Manager of Web Development
Jarod Buente, Senior Animation Artist

INTERACTIVE MEDIA
Webisodes

Nicole Neidlinger

Nicole Neidlinger, AAF - Greater Evansville President

Lisa Verkamp

Lisa Verkamp, ADDY Awards Chairperson