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New York

 **BRIGHTLINE iTV**
marketing specialists

BrightLine iTV Wins MediaPost Creative Media Award

*Company Honored with
Second Award this Week*

BrightLine iTV Marketing Specialists, a leading innovator in the strategic application of interactive advertising to television, announced today that the company won a MediaPost Creative Media Award in the Interactive/Enhanced Television category for a campaign that it designed for Unilever's AXE brand. This is the second industry award for BrightLine iTV this week, following Tuesday's IAB MIXX Awards where BrightLine iTV received a Silver honor in the Interactive Video category.

BrightLine iTV's winning campaign was developed to introduce Dark Temptation, a new chocolate-inspired scent of AXE body spray, deodorant and shower gel to the consumer market, while reinforcing the brand's preexisting public image and broader Dark Temptation campaign. The viewer experience was designed to invite AXE's young male target TV audience to engage in a two-way branded dialogue through the remote control and inspire them to enter its "Sweet Life Sweepstakes."

"It's truly exciting to see AXE get the recognition it deserves for Dark Temptation – it is the latest example of this brand's ability to find uniquely creative ways to use TV interactivity to reach this elusive audience," said Jacqueline Corbelli, founder and CEO of BrightLine iTV.