



For Immediate Release

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NATIONAL GEOGRAPHIC CHANNEL *FIGHT SCIENCE* NAMED SILVER WINNER
IN THE WEB GAMES AND ENTERTAINMENT CATEGORY FOR
THE 38th ANNUAL CREATIVITY AWARDS

New York, NY – Sept 18, 2008 - The 38th Annual Creativity Awards, today named National Geographic Channel *Fight Science* as the Silver winner in the Web Games and Entertainment Category. The entry was produced by The National Geographic Channel in conjunction with Arkadium, a game developer for the advergaming and casual game markets.

Winners will be honored at the 1st Annual Creativity Awards Gala to be held in Louisville, KY - home of the Creativity Annual Awards. A full list of 38th Creativity Annual Awards winners can be found at:

http://www.creativityawards.com/past_competition.html.

This year, judges from some of the United States' most prestigious design firms evaluated the work produced by their peers and students.

The 38th Annual Creativity Awards received a record 2,800 entries from over 44 countries and 45 U.S. states. The competition showcases work from around the globe in the Annual published at the close of each year's competition.

"National Geographic Channel is proud of the game that we created with the Arkadium team and very pleased to be recognized by the Creativity Annual Awards judges," said Matthew Zymet, Director of Digital, National Geographic Channel. "Our challenge with this project was to create a fighting game that was fun to play, addictive and tied into the content on the show, yet was completely free of violence. By focusing on fight training, techniques and challenges we were able to keep the game true to the show and exciting to play."

About The Creativity Annual Awards:

Established in 1970, The Creativity Annual Awards is based in Louisville, KY and is one of the longest running international advertising and graphic design competitions in the world. A print, web, advertising and media design competition, each year the judges choose the best from all over the world to be reproduced in the 400-page *Creativity Awards Annual*.

About National Geographic Channel

Based at the National Geographic Society headquarters in Washington, D.C., the National Geographic Channel (NGC) is a joint venture between National Geographic Television & Film (NGT&F) and Fox Cable Networks (FCN). Since launching in January 2001, NGC initially earned some of the fastest distribution growth in the history of cable and more recently the fastest ratings growth in television. The network celebrated its fifth anniversary in January 2006 with the launch of NGC HD, which provides the spectacular imagery that National Geographic is known for in stunning high definition. NGC has carriage with all of the nation's major cable and satellite

television providers, making it currently available to more than 66 million homes. For more information, please visit www.nationalgeographic.com/channel.

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