



For Immediate Release

Media Alchemy Wins 6th Award For Ground Breaking Video

Media Alchemy's "Welcome to the Decision Theater" Video Wins Another Two Awards, Making six Total.

Seattle, Washington-February 15, 2006- Media Alchemy, a leading media production company based in Seattle, was awarded two Crystal Awards of Excellence in the 2005 Communicator Awards competition for their video "Welcome To The Decision Theater." This marks a total of six wins in three major video industry award competitions. Media Alchemy's "Welcome to the Decision Theater" video also won at the 2005 Accolade Competition, in addition to three awards in the 2005 International MarCom Creative Awards - including the top Platinum Award for Educational institutions.

"We're delighted that 'Welcome To The Decision Theater' continues to receive praise," said Erik Holsinger, Media Alchemy's president and the shows producer and director. "Our work with ASU – especially the incredible team at the Decision Theater – was a great collaboration. We are very proud to be a part of the Decision Theater team, because the Decision Theater facility has the potential to solve many of the problems our world."

Hosted by veteran actor Bruce Boxleitner, *Welcome to the Decision Theater* is a video introduction to Arizona State University's new world-class visualization facility. This multi-screen presentation fills a thirty-foot screen with three synchronized High-Definition video projections. Incorporating stunning visual effects and 3D animation, "Welcome To The Decision Theater" tells the story of the Decision Theater, and how it can bring together science and community to solve critical environmental challenges.

About Media Alchemy

Media Alchemy, Inc. (www.media-alchemy.com) is a Seattle-based production company that prides itself in transforming ideas into extraordinary media. Combining state-of-the-art media technology with traditional story telling, Media Alchemy productions are unique experiences that have been shown in everything from interactive theme park rides to broadcast video productions.

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