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IMPORTANT ANNOUNCEMENT!

DVD CRITICS AWARDS

Greetings! *Home Media Magazine* is proud to announce the Fifth annual DVD Critics Awards, presented in conjunction with the Eighth Annual Home Entertainment Summit, to be held June 30 in Los Angeles.

Winners will be determined by a panel of judges comprised of DVD critics and industry journalists. There is no entry fee for sponsors of the conference; for all others, the entry fee is \$150 per title, per category. There is no limit on the number of entries.

We will be honoring releases that came to market in calendar-year 2008, focusing on the entire disc treatment – sound and picture, menu design, ease of use, navigation, bonus materials, packaging, etc.

This year, for the first time, we will accept submissions based on title, rather than format. Submissions should be DVD releases, or concurrent DVD/Blu-ray releases. We are asking suppliers and producers to nominate entries in the following 12 categories:

1. **Best Theatrical Title**
2. **Best DTV/Non-Theatrical Title**
3. **Best TV DVD**
4. **Best Classic/Catalog Title**
5. **Best Collection/Multidisc Set**
6. **Best Animation Title**
7. **Best Kidvid Title**
8. **Best Non-Fiction Title**
9. **Best Extended Cut/Director's Cut**
10. **Best Special Features/Bonus Materials**
11. **Best Packaging**
12. **Best High-Def Title**

A "Best of Show" award also will be presented to the title that in the judges' opinion is the best all

around from the entire pool of submitted entries. However, best of show is not a category for separate submissions.

Visit HomeMediaMagazine.com/Summit for a complete list of rules and submission guidelines.

Please return the entry form with valid contact information, along with 10 finished-product copies of each submission per award category (e.g. one title submitted in 2 different categories means 20 copies) to:

DVD Awards
Home Media Magazine
201 Sandpointe Avenue, Suite 500
Santa Ana, CA 92707

For entries exclusively on Blu-ray, please also include at least one copy of the title on standard-DVD.

The deadline is Friday, **May 29, 2009**. Titles received after this date may not be eligible for consideration. For entries from non-sponsors, please make checks payable to *Home Media Magazine*, and be sure to note DVD Critics Awards in the reference line and send along with your product copies to the address above.

Winners will be announced at our annual conference (details to be announced). Winning DVD suppliers will receive camera-ready artwork so they can produce stickers heralding their title's selection as a winner.

For information about submission guidelines and categories, contact John Latchem at jlatchem@questex.com or 714/338-6755.

DVD CRITICS AWARD GUIDELINES

What are the qualifications?

To qualify as an entry, the title must be title released on disc in the 2008 calendar year. Titles must have been released on DVD, or concurrently on DVD or Blu-ray (within one month of each other), but not exclusively on Blu-ray (except in the Blu-ray category).

Definitions of each category:

Best Theatrical Title: Films coming to home video directly after their theatrical runs (within the last two years).

Best Classic/Catalog Title: Films coming to disc two or more years after their theatrical bow, or re-released on disc.

Best DTV/Non-Theatrical Title: A title released direct to video or otherwise not released in theaters, including TV movies, but excluding TV series.

Best TV DVD: A DVD of a program or series whose first run was on television, generally a series or miniseries. TV Movies should be submitted in the non-theatrical category.

Best Animation Title: Disc contains an animated movie or program.

Best Kidvid Title: A disc designed for viewers 10 years old and younger, including educational videos.

Best Special Features/Bonus Materials: Extras such as interviews, featurettes, deleted scenes, commentaries, are great, but something innovative or unique always helps.

Best Non-Fiction Title: A disc of a documentary, music, sporting event, reality programming, game show, etc.

Best Extended Cut/Director's Cut: A feature film that has been altered or extended through new editing or extra footage.

Best Collection or Multidisc Set: Three or more discs. Can be a collection of movies or a TV DVD package.

Best Packaging: The outside of the box.

Best High-Def Title: A title released on Blu-ray Disc.

Best of Show: Best overall Title from submissions in all categories. Note: this is not a category for specific entries.

Award Submission Deadline: May 29, 2009.

For questions about the appropriate category for a DVD title, please contact John Latchem at jlatchem@questex.com or 714/338-6755.