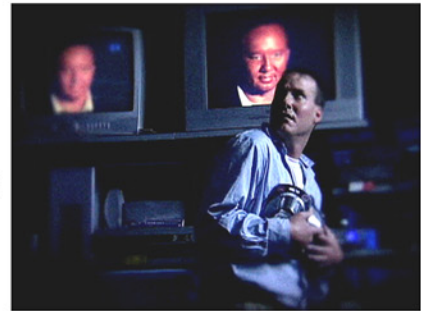




Two RadioShack/Monster Cable Projects Capture Tellys

“Monster Home Entertainment Accessories” and “Big Trouble” were both awarded Finalist Statuettes by the 26th annual Telly Awards committee to Director Christopher Bigbie.

“Big Trouble”, a corporate music video for Monster Cable & RadioShack, was commissioned to be used in employee training when the two corporations joined forces to market and sell Monster Cable’s high end video and audio accessories through RadioShacks retail stores. The piece features music performed by popular folk group Trout Fishing in America and a special cameo by the Head Monster himself, Noel Lee, CEO of Monster Cable. Noel appears in a segment featuring a modern version of the old haunted house gag of the “eyes in the portrait” watching a RadioShack store associate straighten a store after closing for the night.



“Monster Home Entertainment Accessories” was a commercial featured in over 5,000 retail stores throughout the country on Shack TV, RadioShack’s in-store marketing tool. The spot featured actor Anthony Brownrigg as a customer who had just purchased a home theater in a box along with a set of premium Monster Cables to get the absolute most out of his new toy.

Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, as well as the finest video and film productions. Winners and Finalists represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. With a 25 year history of recognizing creative excellence, the Telly Awards is a widely known and highly respected international competition.