



**PRESS RELEASE,  
16 November, 2009.**



**The Mena Cristal Festival honours Abu Dhabi Media Company  
and Edward Borgerding, Chief Executive Officer as Media  
Business Man of the Year 2009.**

**Abu Dhabi, 16 November 2009:** The MENA Cristal Festival today announced that the Abu Dhabi Media Company (ADMC) and its Chief Executive Officer Edward Borgerding will be the recipient of the prestigious 2009 Media Business Man of the Year award for outstanding contributions to the media and communications industry.

The Media Business Man of the Year Cristal honours a personality and a company based in the region for helping to raise the profile of the MENA region within the international media and communications community. The award is currently in its fifth year.

“I am pleased to congratulate Edward and the team at ADMC for earning this year’s award,” said Christian Cappe, CEO of the Cristal Festival Network. “The award is a wholly deserved tribute to Edward’s vision and understanding of the industry and ADMC’s collective passion and devotion to media excellence.”

“It is an honour for me to accept this award on behalf of Abu Dhabi Media Company and its employees whose hard work and creativity have been the foundation for its growth,” said Borgerding. “Organizations succeed when they work as a team and have the heart of a family. The Board, the Company’s management and team members, and the stakeholders share a vision and passion for ADMC. It’s a very exciting time to be involved in the media and an exciting time to be working at ADMC.”

He added: “The Company receives tremendous support from its owners and the members of the Board which is chaired by Mohamed Khalaf al Mazrouei.”

ADMC is a major media player in the MENA region. It owns and operates a number of publications ( Al Ittihad newspaper, The National newspaper, Zahrat al Khaleej magazine, and Majid magazine). It also owns and operates a range of television channels (Abu Dhabi Al Oula, Abu Dhabi Al Emarat, Abu Dhabi Al Riyadiya, Abu Dhabi Al Riyadiya 2, Abu Dhabi Al Riyadiya 3, Abu Dhabi +1, and National Geographic Abu Dhabi) and a network of radio stations (Abu Dhabi FM, Emarat FM, Star FM, Holy Quran FM, and Abu Dhabi Classic FM), as well as LIVE, which owns a fleet of outdoor HD broadcast vans, and a state of the art printing press, United Printing Press. Its digital media group ensures that ADMC brands and content are one step ahead in a constantly changing interactive world but also operates several digital properties including Getmo Arabia (a joint venture entertainment portal with Bertelsmann), goalarabia.com (the first

professional fantasy football site in the region covering 6 local and international leagues) and super.ae (the ultimate football fan's destination for all things football in Arabic).

It has also emerged as a global media player with the launch of Imagination Abu Dhabi who has partnered with high profile producers such as National Geographic, Hyde Park Entertainment, Participant Media, Parkes/MacDonald, and its recently announced partnerships with Media Development Authority of Singapore (MDA), VEVO, the online music business with Universal Music Group and Sony Music, and Gazillion Entertainment, the groundbreaking MMOG Company that produces games for Marvel, Dreamworks, Lego, and other major brands, as well as its own titles.

A veteran media professional with extensive experience in managing and operating international media companies, Borgerding joined ADMC as CEO in 2007. Prior to this he served as Executive Vice-President of Walt Disney International in Hong Kong, during which time he oversaw the operating units of the Walt Disney Company in the Asia Pacific region, including India and the Middle East.

In 1995, Borgerding established the first Disney Channel outside the U.S., in Taiwan. In 1997 he opened the Disney Channel in UAE and another in Australia. He also established the first television offices for Disney in both India and China. Borgerding began his career in the Disney Studios in Burbank, California in theatrical distribution and marketing, before moving to London in 1984.

Borgerding and ADMC will be honoured at the MENA Cristal Awards Ceremony to be held on 4th February 2010 in Mzaar, Lebanon.

Osman Sultan, CEO of du Integrated Telecom Company was the Media Man of the year 2008.

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### Abu Dhabi Media Company:

**Abu Dhabi Media Company** is one of the fastest growing, multi-platform media organizations in the region created in 2007 as a public joint stock company from the assets of Emirates Media Incorporated.

Abu Dhabi Media Company owns and operates a range of television channels (Abu Dhabi Al Oula, Abu Dhabi Al Emarat, Abu Dhabi Al Riyadiya, Abu Dhabi Al Riyadiya 2, Abu Dhabi Al Riyadiya 3, Abu Dhabi +1 and National Geographic Abu Dhabi) and a network of radio stations (Abu Dhabi FM, Emarat FM, Star FM, Holy Quran FM, and Abu Dhabi Classic FM), as well as number of publications (Al Ittihad newspaper, The National Newspaper, Zahrat Al Khaleej magazine and Majid magazine) and a number of other media related businesses including Imagination Abu Dhabi that will develop, finance and produce full length feature films and digital content for Arabic and international markets; LIVE which owns a fleet of outdoor HD broadcast vans and a state of the art printing press, United Printing Press.

Abu Dhabi Media Company employs 2098 people across its operating units which include publishing, television, radio, digital media, distribution, and printing.

The company is headquartered in Abu Dhabi with offices in Cairo, Dubai and Washington D.C.

### The MENA Cristal Festival:

**The MENA Cristal Festival** has been created in 2005 as a continuation of the Cristal Festival in Europe (previously called Meribel Ad Festival) with the aim of introducing a new and ambitious competition in

advertising for all North African and Middle Eastern countries.

This first advertising festival for the Arabic countries rewards the best advertising creations with the famous « Cristal », made of uncontested prize list and judged by a unique jury made of Agencies and Clients.

Each year, the MENA Cristal Awards gathers keynote speakers to hold conferences, round tables and workshops. Since its creation, this event has been promoting exchanges and networking between the top-professionals of the advertising world in Arabic countries.

More than **400 communications professional leaders** from 20 different countries in the region are expected during the 5th edition of the MENA Cristal Festival.

**MENA Cristal entries are now open at [www.menacristal.com](http://www.menacristal.com)**

For further information and subscription: [www.menacristal.com](http://www.menacristal.com)

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CEO of the Festival - **Christian CAPPE**