



ICE 2007 "The World's Coolest Interactive Media Event"™
Comes to Toronto, March 21 and March 22, 2007

From Analytics and Consumer Trends
To Branded Entertainment and Product Placement
ICE 2007 Has Marketing and Advertising Covered!

Tony Chapman, the "Brains Behind 'Bridezilla' To Present In-Depth Case Study

Toronto, ON, March 1, 2007 – Tony Chapman, the Founder and CEO of Capital C, and the team leader behind 'Bride Has A Massive Wig Out', will present an in-depth case study looking at one of the most talked about viral campaigns in history, part of ICE: Interactive Content Exchange, the world's coolest interactive media event™. Presented by the New Media Business Alliance (NMBA), ICE 2007 takes place March 21 and March 22, 2007 at The Carlu in Toronto.

On January 18, 2007 Capital C uploaded a dramatization on YouTube called 'Bride has a Massive Wig Out' that went global in hours, and within a week had almost 3 million downloads, and massive coverage in mainstream media across the world. Tony Chapman, Founder and CEO of Capital C, will share the behind-the-scenes story around 'Wig Out' and how an unusual cast of characters created the ideal platform to build a shampoo brand.

Additional marketing and advertising sessions and speakers at ICE 2007 include:

Who are "You"?: A Real People Panel

From the gadget geek to the SMS-addicted girl next door, participants will hear first hand from 'real people' about how they are creating and consuming content and interacting with their friends from around the corner and around the globe.

The Survey Says... Understanding the Consumer

An analytic look at "You", examining consumer trends and media usage patterns across varying demographics and how consumers are using interactive media and the impact this is having on media.

Moderated by Jeff Leiper, The Yankee Group

Panelists include: Joseph Pilotta, VP of Research at BIGresearch; Kaan Yigit, President of Solutions Research Group; and Brent Lowe-Bernie, President of comScore Media Metrix Canada

The Eyes Have It! (Advertising on Interactive Platforms)

It's all about eyeballs - "You" got 'em and advertisers want 'em! – an informative session covering what's new and measurable in the interactive advertising world.

Moderated by: Paula Gignac, IAB

Panelists include: Michael Girgis, President & CEO of One Stop Media Group; Ian Hewetson of EyeReturn; Brian Wieser, Senior Vice President of the Interpublic Group Emerging Media Lab; and Jay Mitchell, Director of Sales for Advertising.com at AOL Canada.

A complete list of ICE speakers (and their bios) is available at <http://www.ice07.com>.

ICE DETAILS:

ICE 2007 is produced by the New Media Business Alliance, the trade association for interactive digital media content production companies in Ontario. ICE 2007 is made possible with the support of the Department of Canadian Heritage through Telefilm Canada's Canada New Media Fund, the Ontario Media Development Corporation on behalf of the Ministry of Culture, and the Bell Broadcast and New Media Fund.

ICE 2007 is also supported by: TELUS, Alliance Atlantis Broadcasting (BlogTV), Corus Entertainment, The Canadian Film and Television Production Association (CFTPA), CHUM Limited, Research in Motion, UK Trade & Investment, Breakthrough New Media, Decode Entertainment, TechPEI (GamePlanPEI), and PricewaterhouseCoopers LLP.

For information and complete registration details, go to <http://www.ice07.com>

- END-

For more information, contact:

Julie Giles, Green Hat Digital Media & Entertainment Marketing

Tel: 416-537-9774 || Cell: 416-878-5328

E-mail: julie@greenhatdigital.com

Hilary Krupa, New Media Business Alliance (NMBA)
Communications

Tel: 416-516-0077 x224

E-mail: hilary@nmba.ca