

Media Release

For Immediate Release

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**EnhanceTV and ATOM join forces
in new sponsorship deal**

Australia's longest running screen awards, the ATOM Awards for excellence in audiovisual material in education, will now be known as the EnhanceTV ATOM Awards, under a new two-year sponsorship agreement.

The Awards, which have been run by the Australian Teachers Of Media for 25 years, not only recognise the work of professional filmmakers but also works created by primary, secondary and tertiary students.

"Screenrights, through EnhanceTV has been a sponsor of the awards for some years," EnhanceTV Director Mike Lynch said. "This additional support recognises the fact that these awards are unique in bringing together Screenrights members – the filmmakers – with the educators that use their work.

"I am delighted that we are able to be involved in this way and believe that EnhanceTV, which reaches educators across the country, will be able to further boost the profile of this very important event."

The Awards are at the forefront of the development of Australian screen culture, with particular emphasis on documentary, new media, short film and educational/vocational productions.

For further information, please contact:

Simon Lake, CEO Screenrights - Mob 0413 057 860

Virginia Gordon, Public Affairs Manager, Screenrights - Mob 0414 389 551