



**CYNTHIA KAY AND COMPANY MEDIA PRODUCTION WINS TELLY AWARD FOR SIEMENS
HIGH-DEF MOVIE**



Grand Rapids, Mich. (September 28, 2007) - Cynthia Kay and Co. Media Production announced today that it was awarded a Telly Award for “Safety: Uncover the Competitive Advantage,” a movie produced for Siemens Energy and Automation, Inc. In 2007, the movie played to packed theatres in 45 cities across the United States, educating thousands of customers about the rapidly changing landscape of machine safety.

The Telly Award annually showcases the best work of local and regional advertising agencies, cable and TV stations, as well as the finest production companies and corporate video departments in the world. It is a widely known and highly respected national and international competition and receives over 13,000 entries annually from all 50 states and many foreign countries. Judges evaluate entries to recognize distinction in creative work- entries do not compete against each other- rather entries are judged against a high standard of merit.

“It is a huge honor for our company to share this award with Siemens Energy and Automation. Siemens is doing ground-breaking work to make the workplace safer. This big-screen production, shot and produced in high-def, has sparked national attention,” said Cynthia Kay, President.

“The movie was an integral part of our attempt to inform customers about the challenges of safety on the plant floor by generically tackling the issues of rapidly changing industry standards, risk assessment and newly approved technologies,” said Raj Batra, Vice President, Automation and Motion Division, Siemens Energy & Automation, Inc. “Cynthia Kay and Company did an excellent job of bringing Siemens passion for machine safety to life. The Telly Award just confirms the overwhelming positive response we received from the thousands that viewed the movie and were educated in the process.”

Siemens “Safety: Uncover the Competitive Advantage” is a 45-minute, high-definition movie, featuring a who’s-who cast of safety industry experts and leading-edge companies. Siemens was the lead sponsor of this unique approach to educating users, OEMs, and integrators who are dealing with the complex topic of discrete or machine safety. The movie provides a big-screen approach to the education and tools needed to turn machine safety into a competitive advantage. To see the trailer and find out more information, please visit www.safetythefilm.com.

Cynthia Kay and Company media production is a full-service communications company that provides media production and communications consulting. The company is located at 1255 Front St. in Grand Rapids and has been a trusted resource for a variety of companies from Fortune 500 to small business. To find out more visit www.ckandco.net.