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NEW YORK

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For Immediate Release

**NBC'S ANNUAL BROADCAST OF THE
IRONMAN WORLD CHAMPIONSHIP TO DEBUT
IN HIGH-DEFINITION ON DEC. 9**
**PostWorks, Midtown Provides HD Post Support for
Historic Broadcast of 28th Edition of Annual Event**

New York—(Dec. 8, 2006)—PostWorks, New York (www.pwny.com), the east coast's most comprehensive full-service film and High Definition post facility, today detailed its supporting role in providing complete HD editorial and finishing services – as well as location audio recording – to NBC and the producers of the Ford Ironman World Championship. Shot each October on location in Kailua-Kona, Hawaii, NBC's past broadcasts of the Ford Ironman World Championship have garnered 13 Emmy Awards and 38 Emmy nominations, as well as five International Monitor Awards for Global Excellence and the CINE Golden Eagle Award. As confirmed by World Triathlon Corporation's Peter Henning, Ironman's Executive Producer, this year's broadcast will occur on NBC tomorrow, Sat., Dec. 9, and will be available for the very first time in HD.

"It's very exciting for us to be presenting the Ironman World Championship on television for the very first time in High-Definition," Henning explained. "To support this year's production, our crew shot with Panasonic Varicam Cameras, and we worked with PostWorks, Midtown to edit and master the show in a way that will bring viewers into the heart-pounding action like never before."

Over the past several years, Henning has worked with PostWorks, Midtown's Emmy Award-winning senior audio mixer and sound designer Billy Gardner as the show's post audio mixer. As part of the location production team during last year's championship in Hawaii, Gardner recorded hours of sound from the event. "Audio is such a critical part of any television show, and this year, Billy's amazing library of sounds has made the show that much more spectacular," Henning added.

For NBC, Dick Ebersol is the Executive Producer and Billy Matthews is the producer of the Ford Ironman World Championship broadcast.

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PostWorks Supports First HD Broadcast for Ford Ironman World Championship Page Two of Two

For Ironman, Phil Parrish served as the project's lead editor, working on two Avid Adrenaline systems for offline editorial and mastering the show via Avid's Adrenaline HD. Additional post credits include Senior Associate Producers Eric Begley, Russ McCarroll and Summer Zemel. For PostWorks, Midtown, credits include general manager Bill Ivie, senior technical advisor Chris Cameron, and senior account manager Stephen Ostrow.

Please visit www.ironman.com for additional information on the Ford Ironman World Championship.

About PostWorks, New York

Since 1995, PostWorks, New York has emerged as the region's most comprehensive full-service film and High Definition post facility. The company's elite team of artists, engineers and producers have optimized its entire operation for non-linear, HD and Digital Intermediate technologies, and PostWorks further sets itself apart by offering scalable office space, Avid and Final Cut Pro rentals and the highest level of commitment to quality and customer service. Through its Lab, Orbit Digital and SoHo and Midtown facilities, PostWorks offers one complete source for all post-production needs, including film processing, telecine/datacine, and complete audio services. The company's clients include Oscar winning filmmakers, network and cable television programs and award winning commercials and music videos. For more information, please call 212.894.4000 or visit www.pwny.com.

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www.darnellworks.com/pwny/nr0045.htm]