

News Release

Blue Planet Studio to Receive Four 29th Annual Telly Awards

Honored productions produced for Chartwells School Dining Services

SAN DIEGO, June 23, 2008 (BUSINESS WIRE) – Blue Planet Studio, Inc., a digital media design firm, to receive four prestigious 2008 Bronze Telly Awards for outstanding achievement. The Telly Awards annually showcase the best work of the most respected advertising agencies, production companies, television stations, cable operators and corporate video departments in the world. The Telly Awards is a highly respected national and international competition and receives over 14,000 entries a year.

Each of the Blue Planet Studio productions that were honored was produced for Chartwells, a division of Compass Group North America, which serves breakfast and lunch to over 2.5 million school children each day. Chartwells is using the productions to directly communicate to children in the grade range of K-12, the importance of nutrition and health through their newly launched program; Eat. Learn. Live. This is their single-minded commitment to building strong bodies, sharp minds, and establishing the basis for a long, healthier life.

“Blue Planet Studio developed productions that give Chartwells the competitive edge and utilized technology to reach our school communities,” said Keith Cullinan, President of Chartwells School Dining Services. “To our knowledge no other foodservice management company has its own animated representatives of wellness and education, both areas which are the foundation of Chartwells.”

- The first of four awards went to a broadcast video production, called “Flip Your Switch, Starting Right with Breakfast”. This production featured high school students demonstrating the importance of eating breakfast in order to engage one’s metabolism. The award category was TV1 Children.
- The second award went to “Fitness Test Blues”, a 3D animation featuring the Eat. Learn. Live. characters. Through the animation elementary school age children are taught the importance of breakfast and how it affects one’s physical and mental state throughout the day. The award category was for TV27 Art Direction.
- The final two awards went to “Food & Cultures”, a 3D animation also featuring the Eat. Learn. Live. characters who educate kids on food in different cultures and their nutritional value. The award categories were TV1 Children and TV22 Use of Animation.

“Our vision has always been to nourish the students we serve and to teach them valuable lessons that will last a life time,” said Audene Chung, RD, and Director of Marketing for Chartwells. “Blue Planet Studio took that vision and brought our school cafeteria campaigns to a new level with animation and video. This demonstrates to our young customers that we are responsive to their needs and interests; the end product was not only educational, but also fun and engaging.”

About Blue Planet Studio, Inc.

Blue Planet Studio, Inc. is an advanced digital design and 3D animation studio specializing in providing graphics and 3D animation to the high-tech corporate community. Further information on Blue Planet Studio may be obtained on the Internet at www.blueplanetstudio.com

About Chartwells School Dining Services

Chartwells, a division of Charlotte, NC-based Compass Group North America, provides dining services for over 550 public school districts and private schools, comprising over 4000 separate elementary, middle and high schools nationwide. For more information about Chartwells School Dining Services, visit www.eatlearnlive.com.

SOURCE: Blue Planet Studio, Inc. and Chartwells School Dining Services

Blue Planet Studio, Inc.

Contact: Sherri Clement, Creative Director

Tel: 858-748-7000

Fax: 858-748-7002

Chartwells School Dining Services

Contact: Caroline Nelson, Communications Manager

Tel: 914-935-5348

Fax: 704-295-5916