



## *Melfi selected as finalist for "Best New Director"*

**October 14, 2004**

Area 51 director Ted Melfi has been selected as a Finalist in the 2004 *London International Advertising and Design Awards*. The Awards are one of the most sought after and prestigious prizes for creative excellence in advertising and design. They also remain one of the most demanding and rigorously judged in the industry.

Melfi's spot for MTV "Pizza Guy" will screen in the Broadcast / New Director category. Winners will be announced at the 19th Annual Awards Ceremony in London on Monday, November 8th. The Awards will be presented at Sketch, the hottest venue in London. Details regarding the purchase of Awards Ceremony tickets and other pertinent information can be found at <http://www.liaawards.com> in the Awards Ceremony section.

Melfi is repped by Santa Monica Based production company, Area 51. Executive producers are Preston Lee and Phyllis Koenig. Area 51 is represented on the East Coast by Peter Elegant, Midwest by Doug Stieber, Lynn Mutchler and Dawn Ratcliffe and on the West Coast by Michel Waxman and Celeste Salzer.