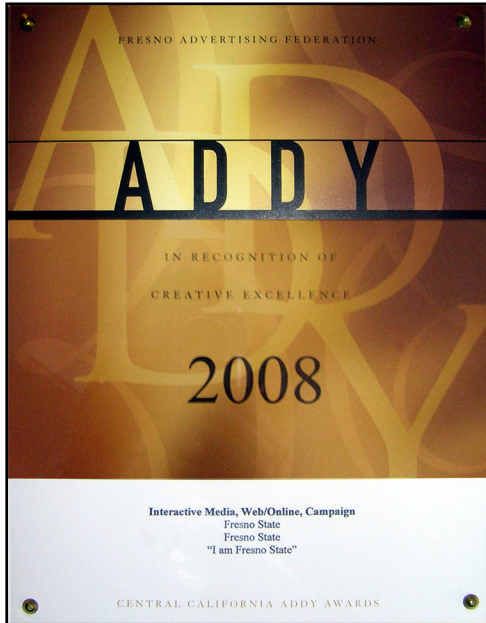


THE ADDY® AWARDS

“I am Fresno State!” project wins Gold ADDY Award



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(FRESNO, Calif.) California State University, Fresno received a Gold ADDY Award at the Fresno Advertising Federation’s 29th Annual Central California ADDY Awards held March 14th at the International Trade Center’s Grand Ballroom. The ADDY Award competition is one of the most challenging advertising competitions in the world. Held annually, these awards represent the true spirit of creative excellence by recognizing all forms of advertising.

Fresno State won a gold award in the category INTERACTIVE MEDIA—Online Campaign. The “**I am Fresno State!**” project was launched last spring and included a portal (www.iamfresnostate.com) linked to the interactive platforms MySpace™ and YouTube™. In addition, an on-campus video contest was held with the winners’ receiving cash prizes.

“The ‘**I am Fresno State!**’ project has been an amazing and worthwhile project,” said Peter N. Smits, Fresno State’s vice president for advancement. “It’s also a first for academic circles from coast-to-coast.”

“What makes this project successful is that it has provided Fresno State students the opportunity to share their feelings of loyalty, pride and spirit of their alma mater with others,” added Peter Robertson, coordinator of the project and director of annual giving.

The “**I am Fresno State!**” MySpace™ site has more than 2,300 “friends” and the top four videos on “**I am Fresno State!**” YouTube™ site have been viewed more than 14,700 times. The project has also has attracted national and international news coverage.

Due to last year’s popularity, “**I am Fresno State!**” video contest is being held again this year. The deadline for submissions is April 21, 2008.

Details online at www.iamfresnostate.com.

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