

NEWS RELEASE

Daemon Digital celebrates three new business wins

Sydney 25 May 2010 - Daemon Digital has been keeping busy lately with three wins in new business including HBO title *True Blood*SM, Beiersdorf product *Elastoplast* and arts and crafts business Creative Memories.

The team won competitive pitches for the launch of *True Blood* Season 2 on DVD and Blu-ray for Warner Home Video Australia and to support Beiersdorf product *Elastoplast* in their official sponsorship for the Australian Commonwealth Games team. Both campaigns have been launched in the last few weeks across Facebook, Twitter and niche forums and blogs.

Creative Memories has chosen to engage Daemon Digital to conduct a strategic review of existing digital communications and present recommendations for implementation in the new financial year.

“Our reputation for successful community management and creating engaging branded content is giving us the edge over more traditional PR offerings when it comes to social campaign briefs,” says Digital Planning Director Mandi Bateson.

“This, in conjunction with a proven strategic approach and innovative ideas that show an innate understanding of the space, has opened the doors to some fantastic opportunities and the team looks forward to capitalising on our steady growth.”

The team hopes to confirm a further two new appointments that are in the final stages of planning soon, ensuring that yet another addition to the team will be on the cards in no time.

Visit the *True Blood* Facebook page here:

<http://www.facebook.com/truebloodau>



Follow the Warner Bros TV on DVD Twitter account here:

http://www.twitter.com/wb_love

Visit the Elastoplast Facebook page here:

<http://www.facebook.com/elastoplastau>

Follow the Elastoplast Twitter account here:

<http://www.twitter.com/elastoplastau>

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