

FOR IMMEDIATE RELEASE

Modio Media Wins for Luxury Hotel Promo

CHICAGO - May 11th, 2010. Modio Media, LLC was recently awarded a Silver Summit Creative Award for its sleek profile of one of Chicago's newest and most exclusive hotel properties located in Chicago's historic Gold Coast.

Winning in the Corporate Image/Public Relations category, *Inside the Elysian* traces the evolution of the 188-room ultra-luxury hotel from conception through its completion last year. The 10-minute promo features interviews with Founder and CEO David C. Pisor, principals Mary Beth Malone and Mario Tricoci, Jr., and members of the executive and creative teams. "The video Modio Media created for us brought the Elysian to life in a way that we could not articulate in words," Joe Aguilera, Vice President of Sales and Marketing, said. "The combination of their skilled videography, editing techniques and use of music truly captured the Elysian brand." The hotel's Beaux Art façade and elegant courtyard, designed by world-renowned architect Lucien Lagrange, infuse *Inside the Elysian* with visual drama.

"I decided to create this film to preserve the vision, inspiration and metamorphosis of the Elysian story. Modio Media skillfully captured the essence of that story, from the initial vision of David Pisor, to the design concept created by Simeone Deary Design Group, which truly gave the building a heart and soul," said Executive Producer Gianna Tetrick and currently Director of Marketing at Simeone Deary, whose Chanel-inspired interiors pay homage to a bygone era throughout the hotel.

"This video signals a new direction for us," adds producer and director Gia M. Amella. "Building a story around this beautiful property allowed us to challenge ourselves and to express our creativity in a more personal way, which is not always the case with television. We are honored to have worked on this amazing project, which will lead to future opportunities to create compelling short-format content with a strong brand identity."

The Summit International Awards (www.summitawards.com) recognizes and celebrates the creative accomplishments of small and medium sized advertising agencies and other creative groups with annual billings of \$30 million or less. Since 1994, the competition has established itself as the premier arbiter of creative excellence for firms of this size. This year, representatives from leading agencies evaluated over 4000 entries from 22 countries in multiple creative categories based on their strength of concept, quality of execution and ability to communicate and persuade.

Created in 2006, Modio Media, LLC is an Emmy-nominated full-service production company based in Chicago and Tuscany. Their work has been seen on PBS, National Geographic, A&E, CNBC, Discovery, The Weather Channel, and WMAQ5-Chicago. Visit www.modiomediamedia.com or call 312.239.8577 for more information. To view the winning video go to www.modiomediamedia.com/news