



**NEWS RELEASE: For Immediate Release July 21, 2000**

### **INTERNATIONAL CONQUEST**

Lost Boys Studios won **Best Visual Effects** for National Commercial Campaign at this year's International Monitor Awards competing against finalists A52, POP Studios and Sony Pictures Entertainment in the same category. Winners were announced in Los Angeles at the 21st annual awards gala on Saturday, July 15th.

The award was merited on overall best visual effects for Lost Boys' creation of a Bacardi Limon Campaign.

This 4-spot campaign had a distinctive motif representing a different drink in each. "[Stinger](#)", "[Black Widow](#)", "[Frozen](#)" and "[Twister](#)". Obvious by their names these spots represented Bacardi drinks as well as each spot's main theme. All four commercials are centered on nightclubs with a haywire twist. Black Widow is a bartender who stretches out all 6 arms to serve up her drink. Twister takes place in an underground/subway club with a ferocious tornado originating from a single glass.

"These types of spots are a rarity in our market. We were given great creative freedom by the director to design and create these effects, which to me shows great trust in my team and our abilities," says [Mark Benard](#), President and Creative Director at Lost Boys Studios. "Being nominated as a finalist was great. Winning blew me away. It's unbelievably cool to finally have our work recognized by our peers in the international industry." Benard also served as one of the on-set DFX Supervisors for the campaign.

Monitor Award honors are given to creative teams and individuals from around the world. All winners are placed in the permanent collection of the Museum of Radio and Television in New York City.

- 30 -

Founder and President Mark Benard formed Lost Boys Studios Inc. in 1997 for the production of 3D animation and digital effects for the film, television and videogame industry. For more information please visit our website at [www.lostboys-studios.com](http://www.lostboys-studios.com)