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FOR IMMEDIATE RELEASE

**MARC FRIEDLAND TAPPED TO DESIGN THE OSCARS® ENVELOPE FOR
SIXTH CONSECUTIVE YEAR**

Beverly Hills, Calif. — Marc Friedland, creative director of Marc Friedland Couture Communications, will once again design the envelopes and announcement awards bearing the names of Oscar® winners for the 88th Academy Awards®. He began creating the first-ever specially designed envelope and winners cards for the Oscars in 2011.

Friedland's custom-designed envelope is handcrafted from a high gloss, iridescent metallic paper, treated in an "Oscar" gold, complemented by a red-lacquered lining featuring the Oscar statuette hand-stamped in satin gold leaf. A faint statuette watermarked pattern gives the exterior envelope its distinctive finish and provides for added security against duplication.

The exterior of the envelope and its flap features an Art Deco-inspired satin gold foil-treated frame with an ecru inset panel bearing the name of the award category—each in a richly appointed charcoal ink. The envelope will contain a heavyweight ecru card with iridescent gold accents and gold leaf-embossed Oscar statuette, along with the phrase, "And the Oscar goes to..." For a cohesive and elegant look, the names of the winners will be printed in the same charcoal ink and mounted onto a matching, red-lacquered hand-wrapped frame, while the back of the card will be printed with the award category.

Friedland produces an announcement card for each of the nominees. Once the final tabulation of the ballots has been completed, PricewaterhouseCoopers (PwC) partners Brian Cullinan and Martha L. Ruiz will personally insert the appropriate announcement cards, fastening the envelope with a red double-faced satin ribbon and red-lacquered and gold-embossed seal featuring the PwC logo. The remaining nominee cards will then be destroyed.

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“In the increasingly digital and pixelated world, I wanted to create an envelope that would be saved and kept with the iconic statuette,” said Friedland. “We appreciate the importance of the role of design that has continually evolved at the Academy. Since so few people actually ever hold these envelopes, I want everyone to get a feeling of how truly special they are.”

Friedland is a Los Angeles-based custom invitation designer creating stationery arts for high-end clients. This year marks the 30th anniversary of his namesake business, together with Creative Intelligence, his experiential branding agency counterpart (www.creativeintelligence.com).

The 88th Oscars will be held on Sunday, February 28, at the Dolby Theatre® at Hollywood & Highland Center in Hollywood, and will be televised live by the ABC Television Network at 7 p.m. ET/4 p.m. PT. The Oscar presentation also will be televised live in more than 225 countries and territories worldwide.

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