

LEE CLOW, TOM FRESTON, KASKADE, DANNY WAY & WILL.I.AM RECEIVE FIRST EVER PTTOW! ICON AWARDS

Cultural Influencers Awarded for their Innovation, Philanthropy and Entrepreneurship at Fifth Annual Invite-Only Summit

LOS ANGELES – (April 10, 2013) – The PTTOW! Summit and private member network announced today the recipients of the first ever 2013 PTTOW! ICON Awards honoring advertising mogul Lee Clow, philanthropist and media maven Tom Freston, EDM pioneer Kaskade, skateboard legend Danny Way and creative innovator will.i.am, for their significant impact in music, fashion, media and action sports that is highlighted through leadership, philanthropy and innovation.

The fifth annual invitation-only summit, taking place May 1 - 3, 2013 at Terranea Resort in Rancho Palos Verdes, CA will bring together industry icons and brand marketers that include AT&T, Google, Spotify, VANS, Warby Parker, Virgin, Levi's, and Target among others to showcase what's driving today's culture and mobilizing the next generation consumer.

“Over the last decade, the PTTOW! ICON Award recipients have shaped today's culture through game changing innovation, music, philanthropy, iconic performances and revolutionizing the advertising industry,” said Roman Tsunder, co-chair of PTTOW!. “What these folks bring to the world has a huge impact on how we do everything. We're honored to have their leadership as part of the 5th annual PTTOW! Summit.”

Lee Clow – Ad legend Lee Clow is being honored for his groundbreaking advertising wisdom and transforming the creative and media arts industry - most notably through his long-term friendship and business partnership with Apple's Steve Jobs. Lee is a member of the One Club Hall of Fame, the Art Directors Hall of Fame and the Museum of Modern Art's Advertising Hall of Fame.

Tom Freston – Media maven Tom Freston is being honored for shaping global youth culture through the creation of MTV and later while acting as Co-CEO of Viacom. Freston's passion for helping young people around the world has also led his being elected as Chairman of the ONE campaign.

Kaskade – DJ and Record Producer Ryan Raddon, better known as Kaskade, is being honored for his electronic dance music innovation and pioneering the EDM revolution. Ryan has released seven studio albums, including his latest, Fire & Ice, scored nine Top 10 hits on Billboard's Hot Dance Airplay Chart, created chart-topping remixes for everyone from Lady Gaga to Beyoncé and has been named America's No. 1 DJ by DJ Times and Pioneer DJ.

Danny Way –Skateboard legend Danny Way is being honored for his help in shaping the skateboarding culture that has influenced a shift in action sports trends, with more youth presence today in skate parks than in baseball diamonds. Recognized for the creation of the mega-ramp as well as his daredevil feats, including jumping out of a helicopter and over the Great Wall of China, he has pushed the limits of fear and sparked a rise in the popularity of action sports.

will.i.am - Entertainer and creative innovator will.i.am is being honored for his philanthropy, music technology innovation and entrepreneurship. will.i.am is a seven-time Grammy Award winner and with his work with The Black Eyed Peas, has sold 33 million albums and 58 million singles worldwide.

For more information on this year's PTTOW! Summit, please visit www.pttow.com or contact Thao Le at 310.935.3886.

About PTTOW!:

PTTOW! is an invite-only, member network and summit that brings together inspiring leaders from the world's most innovative companies, along with cultural icons, to showcase game changing projects and fuel transformational media partnerships shaping today's culture.

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