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2009 MetLife South Asian Spelling Bee Announced

L.I. NEWS SERVICE

METUCHEN, NJ – Touchdown Media Inc., a leading South Asian advertising firm, has announced plans for the 2009 South Asian Spelling Bee. MetLife, the number one life insurer in the United States will be the sponsor of the 2009 contest.

The event is open to children of South Asian descent up to 14 years of age. It will give South Asian children a chance to test their spelling skills in their core peer group. Interested spellers need their parent or guardian to register them online at www.southasianspellingbee.com

The events will be conducted in eight locations across the United States starting June 20: New York, New Jersey, Chicago, Dallas, Houston, San Francisco Bay area, Los Angeles and the Washington DC metro area. All events will be free and open to the public.

"This is a family oriented event that

engages the entire household for a fun and educative activity while providing children with the thrill of being on television," said Rahul Walia, CEO of Touchdown Media Inc. and founder of the South Asian Spelling Bee.

The top two spellers of each regional competition will advance to the finals to be held in New Jersey in August. MetLife will present a \$5000 scholarship to the champion at the final event.

Joseph W. Jordan, Senior Vice President, National Sales Organization, MetLife, said "MetLife's long history of serving the South Asian community has helped us to understand what matters most to families. We know the significance of education, as well as the need for a plan to cover the rising costs of tuition. We're proud to sponsor this year's South Asian Spelling Bee, and to help families achieve their dreams of attaining the best education for their children."