Web Marketing Association Announces 2005 WebAward Winners

IQ interactive Wins Best of Show for "National Geographic – Inside The Mafia *":*
Zugara Named Top Agency winning a record 20 WebAwards

September 13, 2005 -- The Web Marketing Association is pleased to announce the winners of its ninth annual WebAward Competition for Web site development. More than 2,100 sites from 33 countries were adjudicated in 95 industry categories during this year's competition. Entries were judged on design, copy writing, innovation, content, interactivity, navigation, and use of technology.

A complete list of the winning sites can be found at the WebAward Web site at www.webaward.org

"We were really impressed at the level of competition in this year's WebAward competition," said William Rice, President of the Web Marketing Association. "The WebAwards has always been a great way for Internet professionals to showcase their work and gain recognition and marketing opportunities for web development that sets the standard for the entire industry. Winning a WebAward not only provides valuable feedback from expert judges, but gives companies a valuable marketing tool and shows company management that their Internet investments are on the right track."

The 2005 Best of Show WebAward is presented to Atlanta -based IQ interactive (www.iqtv.com), for their outstanding work on "National Geographic – Inside The Mafia" at URL www.insidethemafia.com The site was also awarded Best Entertainment WebAward. To generate interest and viewers for the show, IQ Interactive was challenged to create a web site as engaging and compelling as the show itself. With a click, mysterious and intriguing rich media banner ads drive viewers straight to the full screen immersive interactive experience. Targeting a lifestyle demographic called New Enthusiasts, this dark and stylistic micro site engages in an almost game-like way. This discovery based site allows viewers to explore the world of the mafia through a variety of avenues, from full original animation, to a variety of video compositions and much more. The goal being to use video in a way that hasn't been used before.

Zugara (www.zugara.com) was named Top Agency at the 2005 WebAward Competition, taking home 20 awards, more that any other organization in the history of the competition. The Top Agency Award given to recognize the consistently outstanding development going on at interactive firms. Zugara is headquarted in Los Angles and took home Best Music site for Red Bull Music Labs, 11 Outstanding and 8 Standard of Excellence WebAwards.

Agencies or companies winning four or more WebAwards in 2005 include:

Zugara - 20

R/GA - 17
Ogilvy One - 15
Refinery - 15
Arnold - 13
Tellus - 12
Agency.com - 11
Aristotle - 11
Nurun | Ant Farm Interactive - 10
Open World, LTD - 10
Organic, Inc. - 10
Apollo Interactive, Inc. - 9
WHITTMANHART - 9
Biggs Gilmore Communications - 8
Disney Online - 8
E-Site Marketing - 8
imc² - 8
Ion Global - 8
Tribal DDB - 8
180 Interactive - 7
BLITZ - 7
Imirage, Inc. - 7
TMX Communications - 7
Toll Brothers, Inc. - 7
Arc Worldwide - 6
Big Spaceship - 6
BrowserMedia - 6
Fry, Inc. - 6
Risdall Advertising Agency - 6
The Wall Street Journal - 6
2Advanced Studios - 5
Amer. Academy of Dermatology - 5
Clear Ink - 5
JWT - 5
Quilogy - 5
Rare Method - 5
SimStar - 5
Studio 1440, Inc. - 5
Truition - 5
Weber Shandwick – 5

The competition was judged by a team of independent Internet professionals representing a variety of relevant disciplines of Web site development. Judges included members of the media, advertising executives, site designers, creative directors, corporate marketing executives, content providers and webmasters.

The WebAward competition format allows Web sites to compete head to head with other sites within their industry to win the Best of Industry awards. Entries also compete against a standard of excellence to win Outstanding Website and Standard of Excellence WebAwards. Each site is judged on seven different criteria and earns a score between 0 and 70 points. The highest score in a given category wins Best of Industry for that category. If the remaining entries received a score of 60 or greater, they received the Outstanding Web site award. Entries that scored between 50 and 59.9 receive the Standard of Excellence.

A special thanks goes to all of the great sponsors of the 2005 WebAward Competition including BURST! Media (www.burstmedia.com), Oddcast (www.oddcast.com), NewsUSA (www.newsusa.com), O'Dwyer's PR Daily (www.odwyerpr.com), Small Army Creative Services (www.smallarmy.net), Burrelles Luce (www.burrellesluce.com), Line 56 Media (www.line56.com), Perseus Software (www.perseus.com) and PRWeb (www.prweb.com). The Web Marketing Association thanks it sponsors for helping to make this annual competition possible.

Since 1997, the annual WebAward Competition is conducted by the Web Marketing Association, Inc. (WMA), an independent organization founded with the purpose of evaluating and recognizing the standard of excellence on the World Wide Web. Its Web site is located at www.webaward.org. The Web Marketing Association also has established the Internet Advertising Competition (IAC Awards) and the Interactive Investor Relations Awards.

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