



## Press release

December 12, 2007  
For Immediate Release

Contact:  
Cheryl Metzger, Director of Communications

### **WHITE HORSE RECOGNIZED FOR DISTINCTION IN CREATIVE WEB MARKETING**

*Leading woman-owned interactive agency receives ten industry awards for its online marketing and Web design*

**Portland, Ore.**—December 10, 2007—White Horse, a privately held, woman-owned Internet marketing agency with headquarters in Portland, Ore., announced today that in 2007 it has received ten creative Web marketing awards for its clients Columbia Sportswear, KinderCare, and Nautilus Inc.

“We are proud of our clients’ work and grateful for their dedication to excellence; to have the work honored as outstanding Web design is extremely rewarding,” said Jennifer Modarelli-DeVoe, agency principal. “This recognition confirms our clients’ belief in the Web as a significant marketing channel and reflects our dedication to high quality creative that delivers on-target marketing strategy.”

An online promotion for Columbia Sportswear, the “Titanium Challenge,” received four awards (W3 Awards, WebAwards, Horizon Interactive Awards, and the Summit Creative Awards), while another Web promotion “The Oracle of Gert” (<http://adventures.columbia.com/> featuring the company’s iconic founder, Gert “Ma” Boyle, was recognized by the W3 Awards.

The KinderCare Web site ([www.kindercare.com](http://www.kindercare.com)) received three awards, from the W3 Awards, WebAwards, and the Davey Awards.

The Nautilus Bowflex Revolution Home Gym Web site ([www.bowflexrevolution.com](http://www.bowflexrevolution.com)) was awarded a W3 Award and a Horizon Interactive Award.

#### **About White Horse**

*Founded in 1980, White Horse is a privately held, woman-owned interactive agency with headquarters in Portland, Ore. Forrester Research recently identified the interactive agency as one of the top five Web design agencies in the nation that uses personas to inform Web marketing and Web design. White Horse’s client roster includes global, national, and regional clients, including Cisco Systems, Celestial Seasonings, Columbia Sportswear, USG, KinderCare,*



## Press release

---

*and Nautilus, Inc. The agency specializes in B2B and B2C Web marketing for healthcare, retail and consumer brands, and B2B companies. Its services include Web strategy, usability consulting, user research, Web site design, Web development, Web promotions, e-mail marketing, and Web advertising and media buying. For more information, visit [www.whitehorse.com](http://www.whitehorse.com) or call 1-877-471-4200.*

####