



Press release

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For Immediate Release

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WHITE HORSE RECOGNIZED FOR “BEST OF THE BEST” WEB MARKETING AND DESIGN

Fast Growing Digital Agency Honored by Three Different Awards Programs for Outstanding Digital Marketing

Portland, Ore.—May 14, 2008—White Horse, one of the nation’s fastest-growing digital agencies, announced today that it has received six marketing awards for its clients Columbia Sportswear, Mountain Hardwear, KinderCare, Celestial Seasonings, and the Washington County Oregon Visitors Association.

“The array of work for which we were honored has one thing in common: in every case we sought to push the boundaries of immersive design and user interaction,” said Jennifer Modarelli-DeVoe, agency principal. “It has paid off for our clients in the form of greater customer engagement, and it reinforces our commitment to finding new ways to interact with customers online.”

The Hermes Creative Awards and the Horizon Interactive Awards honored White Horse’s work for Columbia Sportswear. A Platinum Hermes Award, the program’s top honor, was awarded to the Columbia Web site (www.columbia.com). The Ad Deadline user-generated content promotion for Mountain Hardwear, a Columbia Sportswear brand, received an Honorable Mention from the Hermes Awards (<http://mhw-addeadline-qa.whitehorse.com/>). The Hermes Creative Awards is an international creative competition and seeks to acknowledge a high standard of excellence and work that serves as a benchmark for the media industry.

Columbia’s Thinsulate Promotion Microsite received a Silver Horizon Interactive Award for online advertising (<http://snowglobe.columbia.com/>).

The KinderCare Web Site (www.kindercare.com) received a Silver Horizon Interactive Award in the consumer information category. The agency’s work on the Celestial Seasonings Web Site (www.celestiaseasonings.com) was also awarded a Silver Horizon Award in the e-commerce category.



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The Horizon Interactive 2008 Awards, an international interactive media competition, received over 1000 entries and was the most competitive to date. Mike Sauce, program founder, commented, “All of the winning entries displayed a high level of sophistication, aesthetic creativity, technical excellence, and clear purpose.”

The 2008 Summit Creative Awards® competition recognized White Horse with a Silver award for its creative work on the Washington County Oregon Visitors Association’s Web site (www.comeplayyourway.com). Only 8%–11% of entries receive Silver awards. This year the awards program received approximately 5,000 entries from 26 countries.

About White Horse

Founded in 1980, White Horse is a privately held, woman-owned digital 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, KinderCare, and Nike. The agency specializes in B2B and B2C Web marketing for retail and consumer brands, healthcare, and B2B companies. Its services include Web strategy, social media marketing, Web advertising and media buying, Web promotions, e-mail marketing, Web site design, Web development, and usability. For more information, visit www.whitehorse.com or call 1-877-471-4200.