



## Press release

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For Immediate Release  
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### White Horse Launches Mountain Hardwear Back-to-School Online Giveaway

*White Horse online promotion for Mountain Hardwear, Pack A Day Giveaway, facilitates consumer engagement with an instant-win contest to promote Mountain Hardwear's new line of urban backpacks and build brand awareness. As of August 18, the contest has received 51,000 entries.*

Portland, Ore. August 4, 2008—White Horse, a full-service digital agency specializing in Web 2.0 media convergence, announced it has launched an online instant-win contest for Mountain Hardwear, a leading outdoor consumer goods company, to promote its new line of urban backpacks and build brand awareness.

To grow market share in the increasingly competitive backpack space, Mountain Hardwear is introducing a line of rugged urban packs that appeals to tech-savvy college students and young professionals. To launch the effort, White Horse designed an online promotion to create product buzz. Each day visitors to the Pack A Day microsite ([Http://packaday.mountainhardwear.com](http://packaday.mountainhardwear.com)) can enter to instantly win one of Mountain Hardwear's new sleek and rugged urban backpacks. Daily prizes include exclusive pre-released packs from the 2009 spring backpack collection.

Building on its series of social media marketing for consumer retail clients, White Horse designed the contest with social media tactics such as a viral “e-mail a friend” feature as well as the option to opt in to the Mountain Hardwear e-newsletter. Calls to action also appear on the Mountain Hardwear Web site ([www.mountainhardwear.com](http://www.mountainhardwear.com)), blog ([www.hardwearsessions.com](http://www.hardwearsessions.com)), e-newsletter, and social networking sites. Retailers, friends, and partners have been encouraged to place announcements on their Web sites and MySpace or Facebook pages.

White Horse also created a digital advertising campaign for the contest which will appear on Yahoo!

The 31-day contest runs during the month of August. As of August 18, the contest had received 51,000 entries.



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### **About White Horse**

Founded in 1980, White Horse is a privately held digital agency with headquarters in Portland, Ore. Forrester Research recently identified the 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 Wells Fargo, 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](http://www.whitehorse.com) or call 1-877-471-4200.*

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