



## Press release

May 18, 2009

### For Immediate Release

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### White Horse Included in Independent Report on North American Web Design Vendors

*White Horse, a 29-year old digital marketing agency specializing in the convergence of emerging and traditional media, appeared in the independent 2009 report on 41 North American Web design vendors with “significant experience designing and developing Web sites.”*

May 18, 2009, White Horse, a 29-year old digital marketing agency specializing in the convergence of emerging and traditional media, is featured in Forrester Research’s May 2009 report, “Where To Find Help For Web Design Projects, 2009.”

Recognizing that Web design vendor selection can be a complex and draining endeavor for Web site owners, Forrester sought out 41 firms “that have significant experience designing and developing Web sites” to include in the report. The report is intended to help “kick-start the vendor selection process.”

“Agency selection can be an incredible burden for companies,” said Jennifer Modarelli, Principal and CEO. “By assembling this detailed report of experienced firms and their core competencies, Forrester has created an industry resource that will save companies time and money,” she added.

The report listed White Horse’s specialization areas as:

- Industry expertise: healthcare, retail, industrial products
- Top three research and measurement capabilities: persona creation, [social media research](#), user interviews
- Top three marketing capabilities: email marketing, online display ads, paid search engine marketing

### About White Horse

Founded in 1980, White Horse is a privately held digital marketing agency with headquarters in Portland, Ore. The agency provides digital advertising, [Web site design](#), engineering, and emerging media services to national clients including Celestial Seasonings, Nike, KinderCare, Mountain Hardwear, and FEI Corporation. See the White Horse portfolio.

*For more information, call 1-877-471-4200.*