



Press release

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For Immediate Release

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WHITE HORSE HONORED WITH INTERNATIONAL INTERACTIVE MARKETING AWARDS

Fast-Growing, Woman-Owned Interactive Agency Recognized with Five Davey Awards and Two Galaxy Awards

Portland, OR—November 16, 2005—White Horse, the largest privately-held, woman-owned interactive marketing firm in the Northwest, has won five 2005 Davey Awards in a creative marketing competition featuring 2,000 entries from countries around the world, and two Galaxy Awards in a global product and service marketing award program featuring 550 entries from 18 countries.

White Horse received Davey Awards for its viral marketing and rich media campaigns created on behalf of Microsoft and for two online product demonstrations created for Vancouver-based Nautilus, featuring the company's Bowflex and Treadclimber products. The Microsoft campaigns were designed to increase brand awareness of Microsoft's ISV Buddy Program and to convert Microsoft employees into program participants.

White Horse was also recognized with a Davey Award and a Galaxy Award for its work on behalf of the City of Chicago Department of Cultural Affairs' Millennium Park Web site, www.millenniumpark.org, which was designed to increase park visitation and raise the city's national and international reputation as a cultural center.

In addition, White Horse received a Galaxy Award for its work on the Oregon Department of Environmental Quality "Healthy Lawns, Healthy Families" Web site, www.healthylawns.org, which was designed to improve watershed health and motivate change in lawn care activities.

"Our new awards underscore the superior work White Horse is doing on behalf of large national brands as well as smaller regional organizations," said Jen DeVoe, agency principal. "Each project presents a set of unique interactive marketing challenges and creative opportunities, and we are pleased to be recognized for the results we deliver to our clients."



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Earlier in 2005, White Horse was recognized with three WebAwards and two Horizon Interactive Awards. In addition, the firm was recently named one of the nation's leading interactive agencies by *AdAge* magazine, a leading northwest Web developer and advertising agency by *Media Inc.* magazine, and a leading technology provider by the *Portland Business Journal*.

About White Horse

Founded in 1980, White Horse is a privately held, woman-owned interactive agency with offices in Portland, Ore. and Chicago, Ill. White Horse's client roster includes global, national, and regional clients, including Microsoft Corporation, Cisco Systems, Celestial Seasonings, Diners Club, The Nautilus Group, Columbia Sportswear, and Countrywide Financial. For more information, visit www.whitehorse.com or call 1-877-471-4200.

About The Davey Awards

The Davey Awards exclusively honor the "Davids" of creativity, the finest small firms, agencies, and companies in the world. David defeated the giant Goliath with the big idea and a little rock—and The annual International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than big budgets. The Davey is sanctioned and judged by the [International Academy of the Visual Arts](http://www.internationalacademyofthevisualarts.com), an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. Please visit www.daveyawards.com for more information.

About The Galaxy Awards

The GALAXY Awards is in its 16th year of honoring excellence in product and service marketing. Judges from the top marketing consultant firms and corporate marketing departments worldwide evaluated entries based on the standards of international excellence through the measures of creativity and craft. The GALAXY Awards honors the professionals who contribute to the process of building image, creating profit, and making a difference in the marketplace. Please visit www.mercommawards.com/galaxy.htm for more information.

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