



Press release

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For Immediate Release

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WHITE HORSE RECOGNIZED AS ONE OF THE NATION'S TOP B2B AGENCIES

Fast-Growing, Woman-Owned Agency Honored With Eight Marketing Awards

Portland, Ore.—April 19, 2006—White Horse, a privately held, woman-owned interactive marketing agency with offices in Portland, Ore. and Chicago, Ill., announced today that it has been named one of *BtoB Magazine's* Top Interactive Agencies of the year. White Horse has also been awarded two 2006 Summit International Creative Awards, three 2006 Horizon Interactive Awards, and had two projects recognized as official honorees by the 2006 Webby Awards.

BtoB Magazine named White Horse, the only Portland-based interactive agency listed, as one of the Top B2B Agencies in the nation. Only one other Chicago interactive agency made the list. The top agencies all developed groundbreaking campaigns, Web sites, and technologies that helped their clients deliver relevant, compelling marketing messages. White Horse has made the *BtoB* list for three consecutive years, and continues to grow steadily, adding 27 new clients in 2005.

“We are honored to be named once again as one of the nation’s top business-to-business agencies,” said Jennifer Modarelli-DeVoe, agency principal. “This ongoing recognition has helped increase awareness of our commitment to the interactive marketing medium and to our B2B customers.”

White Horse was recognized with two silver awards from the Summit International Creative Awards for its work on the Knowledge Learning Center Web site (www.knowledgelearning.com) and for creation of Celestial Seasoning’s e-newsletter program. Companies and individuals from more than 50 countries and five continents participate in the Summit International Creative Awards programs.

The agency’s work on the Celestial Seasoning e-mail program was also honored with a silver Horizon Interactive Award. White Horse also received two bronze Horizon Interactive Awards for the KLC Web site and Sorel Web site (www.sorel.com). Winners from hundreds of entries from around the world were acknowledged for an outstanding blend between creative concepts and technical execution with a special emphasis on graphic design, artistic expression, and user experience.



In addition, White Horse's work on the ACD Systems Web site (www.acdsee.com) and the City of Chicago Department of Cultural Affairs Millennium Park Web site, (www.millenniumpark.org) were both recognized as official honorees by the Webby Awards. Named the "Oscars of the Internet" by the *New York Times*, less than 20 percent of the sites entered in the Webby Awards are deemed official honorees.

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, Hormel, Columbia Sportswear, The Portland Rose Festival, and Nautilus, Inc. For more information, visit www.whitehorse.com or call 1-877-471-4200.

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