



## Press release

WHITE HORSE

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For Immediate Release

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### **WHITE HORSE HONORED WITH THREE WEBAWARDS**

*Fast-Growing, Woman-Owned Interactive Agency Recognized for Outstanding Achievement in Web Site Design by the Web Marketing Association*

Portland, OR—September 23, 2005—White Horse, the largest privately held, woman-owned interactive marketing firm in the Northwest, has won three 2005 WebAwards in an international Web marketing competition featuring 2,100 firms from 33 countries ([www.webaward.org](http://www.webaward.org)). Web sites compete head-to-head with other sites within their industry and against an overall standard of excellence. The competition's goal is to recognize the people and organizations responsible for developing some of the most effective Web sites on the Internet today.

White Horse received Standard of Excellence WebAwards for its work on the Oregon Department of Environmental Quality "Healthy Lawns, Healthy Families" Web site, designed to improve watershed health and motivate change in lawn care activities ([www.healthylawns.org](http://www.healthylawns.org)); the City of Chicago Department of Cultural Affairs Millennium Park Web site, designed to help increase park visitation and raise the city's national and international reputation ([www.millenniumpark.org](http://www.millenniumpark.org)); and the Diners Club U.S. Web site, designed to help rebrand the site as a result of the company's alliance with MasterCard ([www.dinersclubus.com](http://www.dinersclubus.com)).

Another White Horse client, Tonkon Torp, a Portland law firm, received a Standard of Excellence Award for its Web site ([www.tonkon.com](http://www.tonkon.com)), which was designed by White Horse.

"It's very rewarding to be honored alongside some of the largest interactive agencies in the country," said Jen DeVoe, agency principal. "Our goal is to always produce the highest quality site design and usability that meets our clients' business objectives. When the industry recognizes our efforts, it's some delicious icing on the cake."



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The WebAward wins add to White Horse's overall success this year. In April, the Horizon Interactive Awards recognized the agency for its work for The Nautilus Group and its own 2004 holiday greeting. In addition, it was named as 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, Wells Fargo, and Countrywide Financial. For more information, visit [www.whitehorse.com](http://www.whitehorse.com) or call 1-877-471-4200.*

### **About Web Marketing Association**

*The Web Marketing Association (WMA) was founded in 1997 to help set a high standard for Internet marketing and corporate Web development on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, advertising, PR and design professionals from around the country who share an interest for improving the quality of advertising, marketing and promotion used to attract visitors to corporate Web sites.*

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