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THE 2006 W³ AWARD WINNERS ANNOUNCED

GOLD, SILVER, AND BEST IN SHOW HONOREES UNVEILED

Sony Pictures Imageworks, VML Inc, and Worktank among Best in Show Winners

www.w3award.com

Los Angeles, CA – (October 16, 2006) - The Winners of The 2006 W³ Awards have been announced by the International Academy of the Visual Arts today. Receiving over 2,300 entries, The W³ Awards honors outstanding websites, web marketing, and web advertising created by some of the best interactive agencies, designers, and creators worldwide. Please visit www.w3award.com for a complete list of W³ Award Winners.

The W³ Awards is sanctioned and judged by The International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising, and marketing firms. IAVA members include executives from organizations such as Alloy, BRANDWEEK, Coach, The Ellen Degeneres Show, Estee Lauder, HBO, iNDELIBLE, Monster.com, MTV, Omnicom, Polo Ralph Lauren, Refinery, Sotheby's Institute of Art, Victoria's Secret, Wired, Yahoo!, and many others. For more info, and a full member roster, please visit www.iavisarts.org.

"We were amazed at the caliber and quality of work we received this year. Our winners continue to push the envelope of internet creativity and web design, and it is gratifying to see such great work from the smallest agencies to the biggest firms" said Linda Day, the director of the IAVA. "On behalf of the over 200 members of The International Academy of the Visual Arts, we are honored to recognize our winners as they continue to set a high standard of excellence for Web development."

Highlighting the diversity of entries in this year's competition, the 2006 Best-in-Show winners represent an impressive group. Best-in-Show winners include:

<u>Credited Organization</u>	<u>Title of Entry</u>
2Advanced Studios	2Advanced Studios V.5
2Advanced Studios	Reelworld Website
42 Entertainment, LLC	Dead Man's Tale
ad2	Icehouse

<u>Credited Organization</u>	<u>Title of Entry</u>
AgencyNet	AgencyNet Interactive
Bloc Media	Stackopolis
Crew Creative Advertising	TLC Brand Life Lessons
Euro RSCG 4D	New Balance Zip
Foreign	+F50 tunit
IFactory, a division of RDW Group	Disease Control Priorities Project
Monterey Bay Aquarium	Tagging of Pacific Pelagics (TOPP)
NEUE DIGITALE	Adidas Sport Style Y-3 Cubes
Noise Digital	Degree Fashionista Challenge
Orisinal	Orisinal Morning Sunshine
Paramount Pictures	Aeon Flux - Official Movie Site
Publicis Net	Experience WonderYou
Refinery, Inc.	Motorola: SD4500
Sony Pictures Imageworks	Open Season
Strike Eagle Graphics, Inc.	Hotel Wales
UNC Greensboro	ECON 201: An Online Game for College Credit
VML Inc	Frozen Concoction Maker
VML Inc	Under the Butterfly
Worktank	See Windows Vista

A complete list of winners can be found on the W³ Awards Web site at www.w3award.com.

Sponsors and partners of the W³ Awards include The Creative Group, *Adweek* Magazines, and the American Marketing Association.

W³ Awards Info:

The W³ Awards honors creative excellence on the web, and recognizes the creative and marketing professionals behind award winning web sites and marketing programs. Simply put, the W³ is the first major web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

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For more information about the W³ Awards, please visit www.w3award.com, or email The W³ Awards at info@w3award.com or call (606) 326-9326.