

CREATIVE

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### **Louisville, KY based interactive agency VIA Internet Studio recognized for prestigious interactive media award**

*VIA Internet Studio Wins at the 6<sup>th</sup> Annual Horizon Interactive Awards  
Competition*

**Indianapolis, IN USA – May 1, 2007** - The Horizon Interactive Awards, a leading international interactive media awards competition, announced the 2007 award winners. The sixth annual international competition recognized excellence in interactive media production among multi-media developers worldwide.

VIA Studio was recognized for their excellence in interactive media production with a Gold award in the Sales/Ecommerce category for BSPURSES.COM.

*“Receiving this award is a great honor. The work put into creating an ordering solution for customized products for companies like B’s Purses has been challenging, but the success of it has surpassed anything we could have imagined. B’s Purses is a joy to work with as a client. We look forward to making the site even more engaging in the coming months.”*

- Jason Clark, Creative Director, VIA Internet Studio

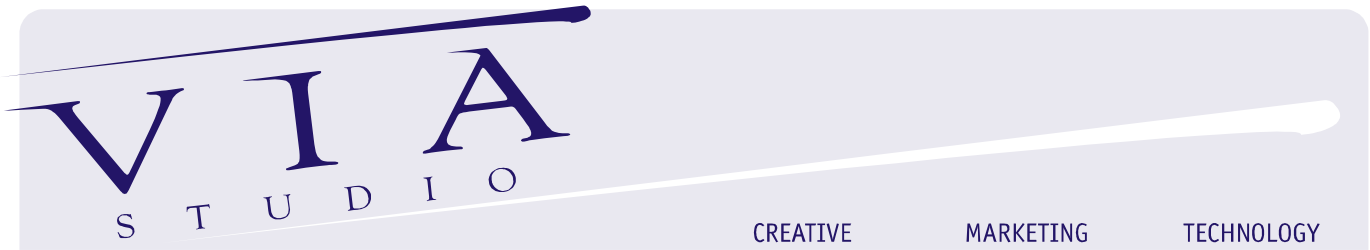
The 2007 competition saw nearly 1000 entries from 24 countries around world including: Australia, Canada, Czech Republic, Columbia, Croatia, Germany, Egypt, Spain, France, Great Britain, Hong Kong, Hungary, Indonesia, Israel, Italy, Malaysia, New Zealand, Singapore, South Africa, Syria, Thailand, Turkey, Taiwan and nearly all 50 of the United States. An international panel of judges, consisting of industry professionals with diverse backgrounds, evaluated 19 different categories ranging from online advertising to video games. The 2007 winning entries showcase the best developed interactive media solutions including web sites, CDs and DVDs, online ads, video and more.

“The 2007 competition was a fantastic display of creativity and effective communication blended with technical excellence,” said Mike Sauce, founder of the Horizon Interactive Awards. “Every year, it is amazing to see how designers and developers continue to innovate new and exciting ways for people to experience products, services, and ideas through interactive media.”

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The Horizon Interactive Awards holds the annual competition in early spring of each year. For more information visit the Horizon Interactive Awards at [www.horizoninteractiveawards.com](http://www.horizoninteractiveawards.com).

#### About the Horizon Interactive Awards

In its 6<sup>th</sup> year, the Horizon Interactive Awards was created to recognize excellence in interactive media production worldwide. Since 2001, the competition has received thousands of entries from 26 different countries and nearly all 50 US States. Each year, those entries are narrowed down to the best of the best to be recognized and promoted on an international stage for their excellence. For more information, visit [www.horizoninteractiveawards.com](http://www.horizoninteractiveawards.com).

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