



For Immediate Release

Contacts:
Gretchen Kihm-Stegall
c/o Trifecta Marketing Resources, LLC
o 847.681.0506 | c 847.922.5931 | gretchen@trifectaresources.com

THE1STMOVEMENT WINS BIG AT THE 7TH ANNUAL HORIZON INTERACTIVE AWARDS COMPETITION

Pasadena, CA – May 19, 2008 – The1stMovement (www.the1stmovement.com), a full-service digital agency, announced today that it has earned several Annual Horizon Interactive Awards. If you associate Flash with lightning and think of Ajax as a household cleaner, a superhero or a soccer club, then you probably haven't heard of the Horizon Interactive Awards. But for Ming Chan, CEO of The1stMovement, the announcement that his company had received a total of four of the coveted interactive media production awards this year was a real thrill.

"We're honored to have been recognized at the 2008 Horizon Interactive Awards. In our field, the state of the art changes every minute, and it takes passion and drive to stay ahead of the curve," Chan remarked. "This competition celebrates what can happen when technology and creativity are at their best. We're thrilled that our work stands out – and stands among so many world-class agencies."

The Horizon Interactive Awards recognized The1stMovement in several categories for the following projects:

- Adobe Acrobat 8 Experience - Gold under the [Advertising Online category](#)
- The Interior TV - Gold under the [Entertainment category](#)
- Rambus Site - Bronze under the [Business to Business category](#)
- Neopets NeoCash Banners - Bronze under the [Banner/Email Ad category](#)

The1stMovement is no stranger to awards. In fact, the company has earned a few Davey Awards, two FWAs (Favourite Website Awards), an M16 Game Marketing Gold Award, and an IAC Award; it's also been part of an Emmy-Award winning team. Chan expressed appreciation for those who have made the company's success possible: his team and his clients. "Success comes naturally, I think, because we love what we do and who we work with."

In this year's Horizon Interactive Awards, The1stMovement competed against over 1000 entries from 20 countries around the world and nearly all 50 U.S. states. An international panel of industry professionals and an end user panel evaluated 18 different categories ranging from online advertising to video games. The 2008 winning entries showcase the industry's best interactive media solutions including web sites, CDs and DVDs, online ads, video and more.

"The 2008 competition was the most competitive to date. The work in this year's competition is at such a high level that the judges really had their work



cut out for them,” said Mike Sauce, founder of the Horizon Interactive Awards. “All of the winning entries displayed a high level of sophistication, aesthetic creativity, technical excellence and clear purpose.”

The Horizon Interactive Awards holds the annual competition in early spring of each year with the winners being announced in May. For more information visit the Horizon Interactive Awards at www.horizoninteractiveawards.com.

About The1stMovement

A full-service digital agency, with offices in Los Angeles and Denver, The1stMovement uses emerging technology to push the boundaries of digital media to inspiring heights. We thrive on our endless pursuit of new ideas, taking clients on an interactive journey beyond their imaginations deep into the digital frontier where they engage, learn, and play. Can't wait? Run to us – www.the1stmovement.com - and experience what the World's most famous Brands enjoy about us, *innovation with traction*.

About The Horizon Interactive Awards

In its 7th 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 countries around the world 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. The judging process involves a Horizon Interactive Awards advisory panel, end user panel and a worldwide panel of judges consisting of industry professionals. Winning entries are dubbed the “best of the best” in the interactive media industry. For more information, visit www.horizoninteractiveawards.com.

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