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Grapefruit Design earns two WebAwards at Web Marketing Association's WebAward Competition 2003

Iasi, September 17, 2003—Developed by Grapefruit Design, the www.connex.ro website has earned a Standard of Excellence award in the Telecommunications category at the seventh edition of WebAward Competition, an annual web design and development contest organized by the Web Marketing Association in the United States. At the same time, MediaEngine.com was awarded an Outstanding Website commendation, thus scooping its third award for Grapefruit Design.

Grouped in 78 categories, the WebAward Competition competition entries are evaluated by a jury joining prominent industry professionals from companies and institutions like the Arizona State University, Bell Technologies, DDB Needham, Hewlett-Packard, OgilvyOne Interactive, REEBOK, Siegel & Gale, Solomon Smith Barney, and Virgin Records America. In each category, three types of awards are granted: Best of Industry, Outstanding Website, and Standard of Excellence.

This year's winners include websites like Volkswagen of America (vw.com) - Outstanding Website, Gap, Inc. (gapinc.com) - Standard of Excellence, Ernst & Young LLP (ey.com/us) - Standard of Excellence, and CBS SportLine (cbs.sportsline.com) - Best Sports Site, while the Best of Show distinction goes to Accelerate Your Life, NAVY (www.navy.com), developed by Campbell-Ewald Advertising. Agencies that participated in the 2003 WebAward Competition also include Hornall Anderson Design Works, Zentropy Partners, Fusebox si hillmancurtis, inc.

"Thanks to Grapefruit Design for their dedicated efforts to support Connex's online communications, as well as for the prize that once more proves the quality of their output. The Internet is both a very giving and very demanding environment; talent is needed to balance the information--after all, this is what people are after--with the aesthetics and emotions we the clients wish to associate with our brands. Grapefruit Design has done a wonderful job so far and I hope they will keep going on", remarks Hanny Bratu, Marketing Communications Director Connex.

"The WebAwards' Standard of Excellence recognizes, now at an international level, the value of a corporate site that has been a reference point for the Romanian web development and design since 2001", adds Marius Ursache, Chief Creative Officer Grapefruit Design.

The Web Marketing Association (www.webaward.org) was founded in 1997 to help set a high standard for Internet marketing and corporate web development on the World Wide Web. The organization is made up of Internet marketing, advertising, PR and design professionals who share an interest for improving the quality of advertising, marketing and promotion used to attract visitors to corporate websites.

Connex (www.connex.ro) is Romania's leader in mobile communications, with over 2,6 million GSM customers by the end of March 2003. Connex's main shareholders are Telesystem International Wireless (TIW), Canada, and Vodafone, UK.

Grapefruit Design (www.grapefruitdesign.com) is an identity and interactive media consultancy based in Iasi, Romania. The client list includes international clients like Eli Lilly, ICBIC and The Cayenne Group, as well as large Romanian companies such as Connex (Mobifon SA), Mercury Research and Siveco Romania.