



Third Wave Digital Takes Best of Show at AAF Central Georgia District Awards Competition

Macon, GA, April 22, 2008 --(PR.com)-- The creative team at Third Wave Digital has won the American Advertising Federation's highest honor at the annual Addy Awards Excellence in Advertising competition for the Central Georgia region. Since incorporating in 1997, Third Wave Digital's clients have won the Best of Show award eight times in the last nine years. This is the second year in a row that Third Wave Digital's work in the area of College and University website development was honored by receiving the Best of Show award. In 2007, Third Wave Digital won Best of Show for Mercer University's admission's website Go Mercer.

The College and University marketing website created for Georgia Southern's College of Health and Human Sciences won Best of Show in its category, Electronic media: Web design and garnered the highest score in the entire competition. The judging was conducted by a three-person panel of advertising professionals from across the Southeast. The awards ceremony was held at Cox Capital Theater on March 7, 2008.

The college's website (www.GeorgiaSoutherHealthScience.com) pushes the envelope with a fresh blend of Flash animated elements interspersed with streaming media clips—all controlled by an intuitive, user friendly graphic interface. The website for Georgia Southern represents a new trend in university and college recruitment efforts that require a specialized online technique to communicate to today's tech-savvy, college-bound students. www.GeorgiaSouthernHealthScience.com features nearly thirty minutes of custom streaming media clips produced completely by Third Wave Digital's team. In addition, the CHHS site features interactive slide shows, and highly innovative Flash animated elements. The CHHS site is a culmination of all advanced web techniques and not only shows off the talent of the Third Wave Digital team, but provides the foundation for an excellent marketing tool for the school. The site is on the cutting edge of what every college and university needs: a stellar web presence that wraps the user in an experience he or she is not soon to forget.

Bart Campione, President of Third Wave Digital had this to say about Third Wave's unprecedented eighth Best of Show award, “Our team is passionate about creating innovative communication solutions that not only garner awards, but provide our clients with solid results. It is nice to have that passion validated by the best of show award.” Fred Whitt, Dean of the College of Health and Human Sciences at Georgia Southern University was equally excited about the site taking the Best of Show award, saying, “The team at Third Wave provided first class service throughout the entire process and the finished product was everything we expected and more! We knew the process of updating our website was going to be a massive undertaking and we were very selective about the vendor chosen to take our school's online presence to the next level of expertise and effectiveness. Third Wave delivered a superior product with innovative ideas and excellent technical support that made the entire experience one I would highly recommend.”

The Best of Show win for the College of Health and Human Sciences at Georgia Southern University earns Third Wave Digital an entry into the American Advertising Federation's Southeastern District



competition where Third Wave Digital has previously won two Golden Addys. Beyond the local and regional level, Third Wave Digital has garnered national recognition for its creative services by winning a Golden Muse Award presented by the American Museum Association in 2002 and an Interactive Media Award in 2006 and in 2007. The Interactive Media Award was also won for the CHHS site.

Third Wave Digital is headquartered in Macon, Georgia with offices in Atlanta, Georgia and Orlando, Florida. Its mission: to ride the wave of change revolutionizing the way businesses communicate with each other and with their customers. Third Wave Digital is a subsidiary of Colbarton Corporation which also offers advertising agency services (Third Wave Advertising), complete web support and hosting services (Third Wave Host), and interactive exhibit design (Third Wave Digital.) For more information contact Third Wave Digital at 1-888-578-7865 or at <http://www.thirdwavedigital.com>.

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