



**For Immediate Release**

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**SQUEAKY WHEEL MEDIA RECEIVED "OFFICIAL HONOREE" DISTINCTION  
FOR THE 12TH ANNUAL WEBBY AWARDS**

**UncoverTheCity.com Recognized by "Oscars of the Internet"**

New York, NY – 4/10/08 – The Webby Awards, the leading international honor for the Web, today recognized DKNY –Uncoverthecity.com as an Official Honoree, a distinction that recognizes work exhibiting remarkable achievement. The work was produced by Squeaky Wheel Media.

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. The awards are judged by the International Academy of Digital Arts & Sciences, a global organization that includes David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Jamie Oliver, Internet inventor Vinton Cerf, and RealNetworks CEO Rob Glaser.

"The Webby Awards honors the outstanding work that is setting the standards for the Internet," said David-Michel Davies, executive director of The Webby Awards. "UncoverTheCity's Official Honoree selection is a testament to the skill, ingenuity, and vision of its creators."

The 12th Annual Webby Awards received nearly 10,000 entries from over 60 countries and all 50 states. Out more than the 10,000 entries submitted, fewer than 15% received this honor and were deemed an Official Honoree.

**UncoverTheCity.com**

More than a website, Uncover the City is an experience for the user. The site perfectly expresses the intoxicating blast of energy that is very typical of New York City. The site engages the user by offering an exciting adventure to the undiscovered parts of the city with video, music and various interactive elements. Uncover The City promotes a sense of discovery and engages user to interact with the site and to experience the energy and essence of New York City. Squeaky developed a resource of actual places and activities that encompasses a true NYC experience from the target audiences' perspective. The site invites the users to spend a significant amount of time interacting with the brand and experiencing the offerings.



**About The Webby Awards:**

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. Established in 1996, the 12th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Adobe; The Creative Group; Verizon; AOL Video; dotMobi; Level3; Adweek; Fortune; Reuters; Variety; Wired; IDG: Brightcove; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of the Moving Image.

