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Press Release – Embargoed till 3 March 2010, 4.30PM.

Winners Announced - European Seal of e-Excellence 2010

Brussels, Belgium/ Hannover, Germany - 3 March 2010

The Winners of the [European Seal of e-Excellence 2010](#), the prestigious Europe-wide Award honouring leading European ICT and digital media companies with an excellent track record in **innovative marketing** of digital products and services, were announced today at CeBIT in Hannover Germany.

Awarded annually by the European Multimedia Forum (EMF) and its partner associations, the European Seal of e-Excellence is widely known for promoting companies in the digital field with

- Innovative products and services, and
- Excellent marketing practices to promote them.

By focusing on the marketing aspects of digital products and services, the European Seal of e-Excellence **helps winners promote themselves** in the global market place.

Margaretha Mazura, EMF Secretary-General, declared: "We are proud to be able to award again 33 winners from 12 different countries." Dr. Mazura emphasized: "The ICT sector has - so far - globally better resisted to the recent financial and economic downturn. Innovation, quality and customer-orientation are at the core of its comparative success, as is amply demonstrated again by the success stories of this year's Seal winners. Europe has very strong technological assets in ICT, which can be leveraged through strong marketing actions into world class products and services. The community of Seal winners constitute by now a prime showcase of excellence of innovation marketing that demonstrates to the world what 'we can'."

For more information – please contact:

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BACKGROUND

Awarded Annually Since 2003

The European Seal of e-Excellence has been awarded annually since 2003 by the [European Multimedia Forum](#) (EMF) and its [Partner Associations](#) at an Award Ceremony at CeBIT, the European trade show for the ICT industry. A jury composed of representatives of the Partner Associations selected the winners on the basis of an open application process.

Sponsors

The EMF would like to thank its sponsors:

- DigitalTender (www.digitaltender.com), for facilitating the online tendering and winner designation process;
- Phillips Internet Consulting (www.phillips-internet.com), for facilitating the Seal e-marketing campaigns with their Trackoo application;
- The Spanish Ministry of Industry, Tourism and Trade ([ICEX](#) & [State Secretariat for Telecommunications and the Information Society](#)), for hosting the Seal Award Ceremony at CeBIT;
- [GAIA](#) and [The Basque Government](#), for hosting the Seal reception at CeBIT.



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List of Winners

Platinum Seal of e-Excellence

Agency9 – SE
Core-Competence - DE
digital publishing - DE
Greentube I.E.S. - AT
Indie Group – BE
Instruxion – BE
MATERNA – DE
Prezi.com - HU
Virtualware - ES

Gold Seal of e-Excellence

CreativIT – ES
CyberWatcher – NO
excentos – DE
Inxmail – DE
Medici Internet - DE
MTA SZTAKI – HU
Norse Solutions – NO
Reading Room - UK
SEOlytics - DE

Silver Seal of e-Excellence

24/7 Real Media – UK
eRevMax – UK
euroSolutions - DE
Gizer.net. – ES
GRAAL - GR
jaron - DE
optivo - DE
posterXXL – DE
RichCast – BE
Telnic - UK
TOPEX – RO
TWT Interactive - DE
Typotex Electronic Publishing House – HU
Werft22 - CH
wunderloop media services - LU

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Annex 1: Winners' statements:

Morten Rynning, CEO of CyberWatcher

"The award is very inspiring for our strive towards international recognition for our innovating service – Corporate News Directory. In short it enables credit agencies to foresee increased risk for bankruptcy with higher probability – utilizing news monitoring and analyzing. The value is already documented and proven in highly scaled manner - in Scandinavia. One of the largest credit agencies in Europe will launch in one market within months – and potentially throughout Europe after this. And this award will surely make it easier for us to invite more credit agencies to partner up".

Martin Bucher, Director of Inxmail

"Inxmail is a leading European provider of professional email marketing solutions, with a strong focus on excellent technology and constant innovation. We are very proud to be confirmed in our work with the Seal of e-Excellence in Gold!"

Eberhard Dürschmid, CEO of Greentube

"We are very much honoured to receive the Platinum Seal of e-Excellence for the second year in a row," said Dr. Eberhard Dürschmid, CEO of Greentube. "This puts us alongside other awarded companies like Nokia and Zanox. We appreciate this EMF initiative in supporting globally successful players of the interactive side of life."

Geert Coppens, CEO of Instruxion

"We are very proud of winning this Platinum Seal of Excellence award. It is an important recognition of our achievements in the area of online explanations and a great motivation for our team. The award encourages us to continue in the chosen direction and helps us to reach out to the European multimedia and learning community."

Sergio Barrera, Chief Innovation Officer of Virtualware

"We are really proud of winning for second consecutive time, the European Seal of e-Excellence, specially this year that Spain has been named "Partner Country". This award has been a great opportunity during 2009 and we would like to continue this way in 2010. It is proof of our motivation and our effort on adding value to our innovative solutions. Furthermore we are exhibitors at Future Park at CeBIT, so we have the chance to show our effectiveness in our digital products and services."

Ole Tangermann, CEO of excentos

"We are very happy about this award and very proud that we received such a good result among so many international applications"

"Wir sind sehr froh über diese hohe Auszeichnung und stolz darauf, uns im internationalen Vergleich so gut behauptet zu haben"

„Für uns und unser Team ist dieser Preis eine Bestätigung dafür, dass unsere Produktberatungstechnologie als zukunftsweisender Faktor für den Erfolg von eCommerce verstanden wird“.

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Karl-Ernst Berger, General Manager of Core-Competence

"In a fast changing world, dominated by the commoditization of products and services and the additive pressure of strong competition and demanding customers, the key for sales and service organizations to be successful are superior and motivated people and excellent communication skills and leadership capabilities.

Limited time, due to an information overload and unexciting methods dumped onto participants, lead to a resistance to learning in general.

With Adventure-based Learning™ Core-Competence delivers a unique solution that helps companies to improve the competence of their employees and partners, driving participants to:

- Enhance their knowledge
- Improve their behavior
- Optimize process and methodic competencies
- Develop and maintain excellent communication skills

Companies like Deutsche Telekom, Nokia Siemens Networks, Redbull, Coca-Cola and many others benefit from Adventure-based Learning™ and it's positive impact on their business.

We are really proud to be awarded for our efforts in the past – so we will take this honor as a motivation, to constantly deliver success with ever improving Adventures."

Arne Peder Blix, CEO of Norse solution

"Since our beginning in 2002, we have focused continuously on quality and precision in everything we do. Norse Solutions aims to provide the best software solutions in the share-based payment administration market and thereby ensure that our software Norse Options™ will become the preferred solution for Plan Administration, accounting and disclosure worldwide. We are very proud and honoured to have been awarded the European Seal of E-Excellence in Gold."

Margaret Manning, CEO of Reading Room

"The industry has some of the best talent in the world seated right here in Europe. We're honoured to accept the European Seal of e-Excellence Gold Award in recognition of our commitment to being the best of the best in a highly competitive industry. It is particularly gratifying as we've specifically placed measurable effectiveness of digital innovation marketing at the heart of our client work for many years."

Khashayar Farmanbar, CEO of Agency9

"Ultimately we aim at improving the level of democracy for public organisations. Our 3D map solution help increasing public participation in urban development and city planning processes as well as improving the information flow from public bodies to the citizens. This is a vital and global task. We are proud to receive this prestigious award which motivates us further in our mission."

Gerion Wolff, Senior Vice president Strategy & Marketing of MATERNA

"Always focussing on the customer value, we are constantly working on customer-orientated concepts for companies in the communications and multimedia sector. We are very proud to be awarded the European seal of E-Excellence 2010. Winning this reward motivate us to proceed our future-orientated product strategy."



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Armin Hopp, CEO of digital publishing

“digital publishing develops and provides the CLT corporate language training, a leading blended learning 2.0 service for corporations and large organizations that need to improve the communication skills of a global workforce. Today, we are very honoured to have been awarded the European Seal of E-Excellence in Platinum by our peers in the industry. We work closely with our users in the product development process, and this affiliation also guides us on how to market and deliver our product. We will continue, at all times, to lead the path of innovation towards securing the future of inventive online language learning methods. The Platinum award shows us that our efforts are being recognized.”



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