

RIVERS RUN RED WINS WEBBY AWARD

Branded Content Category Winner 2008



SAN FRANCISCO, CA – MAY 6, 2008 - The 12th Annual Webby Awards, today named Coca Cola Happiness Factory II - the Virtual Premiere as the Best Branded Content, Interactive Advertising of 2008. Rivers Run Red, who also received two official honoree distinctions for other works, produced the entire project, from concept to machinima, in Second Life.

The Webbys, now in their 12th year, are considered the leading international awards for websites, interactive advertising and online video. A full list of both Webby Awards and People's Voice Awards winners can be found at: <http://www.webbyawards.com/webbys/current.php?season=12>

"The Webby Awards honors the very best of the Internet," said David-Michel Davies, executive director of The Webby Awards. "Rivers Run Red's win is a testament to the skill, ingenuity, and vision of its creators."

A video of the Coca-Cola Happiness Factory II – Virtual Premiere can be found at: <http://riversrunred.com/video.php?id=298>

"We are enormously pleased to receive one of the highest distinctions in our industry – it's a real tribute to the arrival of the 3D Internet," said Justin Bovington, CEO, Rivers Run Red.

The 12th Annual Webby Awards received a record 9,500 entries from over 60 countries and all 50 states. Winners will be honored at two star-studded ceremonies in New York City: The Webby Film & Video Awards on June 9th and The 12th Annual Webby Awards Gala on June 10th.

Founded in 1996, The Webby Awards are known worldwide for its famous five-word speech limit. Past headline-grabbing speechmakers include Al Gore (“Please don’t recount this vote”), Beastie Boys (“Can anyone fix my computer?”), and Prince (“Everything you think is true.”)

About Rivers Run Red

Rivers Run Red is an immersive spaces company, developing content, applications and business tools for the emerging 3D Web. As an industry-leading development company, instrumental in the evolution of the virtual worlds market, Rivers Run Red works with some of the world’s largest companies in the extension of their digital strategies, including Diageo, Vodafone and Unilever.

Rivers Run Red is located in London and San Francisco. For more information about Rivers Run Red, please visit <http://www.riversrunred.com>

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 and video, and mobile web sites. Established in 1996, the 12th Annual Webby Awards received a record 9,500 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; Nokia; .ORG; The Barbarian Group; Level3; Adweek; Fortune; Variety; Wired; IDG; Brightcove; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of the Moving Image.

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RIVERS RUN RED™

THE IMMERSIVE SPACES COMPANY