

RIVERS RUN RED™ RECEIVES TWO “OFFICIAL HONOREE” DISTINCTIONS FOR THE 12TH ANNUAL WEBBY AWARDS, IN ADDITION TO A NOMINATION IN INTERACTIVE ADVERTISING CATEGORY

Vodafone InsideOut, Royal British Legion, and Coca-Cola Virtual Premiere All Recognized by “Oscars of the Internet”



SAN FRANCISCO, CA – APRIL 15, 2008 – The Webby Awards, the leading international honor for the Web, today recognized Vodafone InsideOut and Royal British Legion – Garden of Remembrance as Official Honorees, a distinction that recognizes work exhibiting remarkable achievement. Rivers Run Red, a creative development company producing 3D content and business applications for virtual worlds, produced both works using the Second Life Grid.

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 Webby Awards honors the outstanding work that is setting the standards for the Internet," said David-Michel Davies, executive director of The Webby Awards. "Both Vodafone InsideOut's and the Royal British Legion of Honor's Official Honoree selections are testaments to the skill, ingenuity, and vision of its creators."

"Rivers Run Red is unique in that we place an emphasis on exceptional design that maps back to the original goal of a project. We are honored to receive these distinctions that further validate the emergence of the 3D Web and the viability of the Second Life Grid," says Justin Bovington, CEO of Rivers Run Red.

Rivers Run Red is also a nominee in the Interactive Advertising, Branded Content category for its development of the “Coca Cola Happiness Factory II – The Virtual Premiere.”

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.

Links to Videos:

Vodafone InsideOut – Make the Most of Now

<http://riversrunred.com/video.php?id=306>

Royal British Legion of Honor – Garden of Remembrance

<http://riversrunred.com/video.php?id=365>

Coca-Cola Happiness Factory II – Virtual Premiere

<http://riversrunred.com/video.php?id=298>

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 & 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.

About the International Academy of Digital Arts and Sciences (IADAS)

The International Academy of Digital Arts and Sciences is dedicated to the creative, technical, and professional progress of the Internet and interactive media. The Academy is an intellectually diverse organization that includes over 500 members consisting of leading experts in a diverse range of fields, such as musician David Bowie, Internet inventor Vinton Cerf, Naked Chef Jamie Oliver, fashion designer Max Azria, “Simpsons” creator Matt Groening and Real Networks CEO Rob Glaser. The Webby Awards and The International Academy of Digital Arts and Sciences are registered trademarks of International Data Group. For more information, visit www.iadas.net.

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