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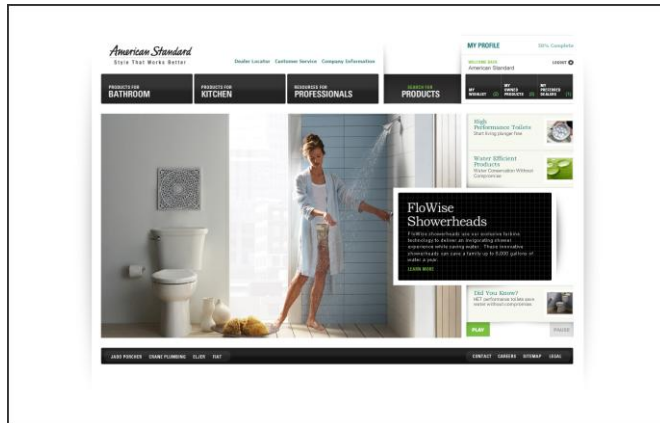
FOR IMMEDIATE RELEASE

Minneapolis Interactive Marketing Agency Honored in Two Categories for 13th Annual Webby Awards

MINNEAPOLIS, MN (April 28, 2009) — Antidote X, a Minneapolis based Interactive Marketing agency, received two Official Honoree nods from the coveted International Webby Awards.

Antidote X received their honors for their work with American Standard Brands in the category of Best Navigation & Site Structure www.americanstandard.com and for their work with AdFed MN in the category of Best use of Typography www.adfed.org

Hailed as the "Internet's highest honor" by the New York Times, the Webby is the leading international award honoring excellence on the Internet. This year's competition received over 9,000 entries from all 50 states and over 60 countries worldwide. Less than 15% of the submitted entries were recognized as



The American Standard website architected, designed and developed by Antidote X was honored by the Webby Awards in the category of Best Navigation and Site Structure.

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Official Honorees. The Webby award winners are chosen by the International Academy of Digital Arts & Sciences a global organization whose members include: David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Internet inventor Vinton Cerf, Twitter co-founder Biz Stone, Virgin Group Chairman Richard Branson, and R/GA Chairman and CEO Bob Greenberg

“We are very proud to receive both of these Webby honors and especially proud of the work they represent for our clients. The Best use of Typography honor for the AdFed site is right on target with our

goal of bringing an interesting interface to a creative audience. The Best Navigation & Site Structure honor for the American Standard site could not be more rewarding as a manifestation of all our core disciplines of strategic information architecture, creative design and technical execution.” , said Paul Nealy, Managing Partner for Antidote X, Inc.



The AdFed website designed by Antidote X was honored by the Webby Awards in the category of Best Use of Typography.

Nealy added “Although we worked very hard last year to provide the best solutions for our clients, we can’t help but feel humbled by the presence of our fellow honorees; Bill & Melinda Gates Foundation, Lexus, Volkswagen, and the others.”

Recognition by the Webby Award puts Antidote X and their clients in the esteemed group of industry leaders such as Amazon.com, eBay, Yahoo!, iTunes, Google, FedEx, BBC News, CNN, MSNBC, The New York Times, NPR, Salon Magazine, Evite, Meetup, Wikipedia, Flickr, ESPN, Comedy Central, PBS, and The Onion.

ABOUT ANTIDOTE X, INC.

Antidote X is a full-service Interactive Marketing Agency based in Minneapolis, Minnesota offering end-to-end digital marketing solutions for top brands and industry leaders. Since its inception, Antidote X has earned a reputation as an innovative leader in the worlds of integrated branding, interactive marketing strategy, information architecture, website usability, creative design, and use of the latest technologies. Learn more at www.antidotex.com.