

FOR IMMEDIATE RELEASE
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FROM: Mary Ellen Miller
Director of Marketing
(423) 926-8272 ext. 154
(423) 335-7267 mobile
miller@ntara.com

n-tara interactive takes Best of Show in Global Interactive Competition

Xerox Global Services Tour wins top honor in Horizon Interactive Awards

(Johnson City, Tenn.) n-tara interactive, a leading interactive agency based in Johnson City, Tenn., captured the Best of Show honor in the 2008 Horizon Interactive Awards. The company's work was judged against entries from some of the world's largest and finest interactive agencies.

Considered by some to be the "Oscars" of interactive media competition, the Horizon Interactive Awards drew over 1000 entries from 20 countries around the world including: Australia, Belgium, Canada, China, Germany, Great Britain, Hong Kong, Ireland, Israel, Italy, Spain, Singapore, South Africa, Thailand, Taiwan, United Arab Emirates, and the United States.

"The Horizon Interactive Awards is a highly prestigious global interactive competition, and we are thrilled that our work for Xerox Global Services has been acknowledged among the industry's best," said n-tara interactive CEO Ralph O'Dell. "Most importantly, this work continues to streamline the sales process for our customer."

"n-tara interactive is our dedicated partner in the development of innovative sales tools," said Julie Meyers, vice president, Marketing and Strategy for Xerox Global Services. "Used as a substitute for traditional executive presentations during complex sales cycles, these tools enable the sales teams to sell significant Enterprise Document Services deals."

"This award recognizes our world-class creative, messaging and next generation technology," added O'Dell. "Our focus is to create intelligent tools that provide rich customer experiences while measuring effectiveness."

n-tara interactive captured a Gold award in the Business to Business category for the Xerox Nuvera Tour, and a Bronze in the Business to Business category for the Xerox Docs Tour. In addition, n-tara interactive was honored with Gold awards in the Blog and Consumer Information categories.

Commenting on the Best of Show award, one of the judges said, "This is an outstanding tool with fantastic programming. From someone who has been in charge of making materials for sales teams, this is a one-of-a-kind tool. It not only looks fantastic as a presentation, it is customizable, useful and efficient! Way to go!"

About n-tara interactive:

n-tara interactive creates connections with engaging interactive experiences that shorten sales cycles, increase revenue and reduce costs. Specializing in online marketing, customer lifecycle communications, guided selling, sales enablement, social media strategies and analytics, n-tara interactive approaches every engagement with research, exceptional user experiences, and the discovery of critical customer insight.



Serving a diverse clientele in the Fortune 500, n-tara interactive is based in Johnson City, Tenn. with offices in Washington, D.C., Los Angeles, Calif., Columbus, Ohio, and Orlando, Fla. For more information please visit www.ntara.com.

About the Horizon Interactive Awards:

In its 7th year, the Horizon Interactive Awards was created to recognize excellence in interactive media production worldwide. For more information visit the Horizon Interactive Awards at www.horizoninteractiveawards.com.

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