



Contact:
Joyce Lu
(212) 951-7220
Jlu@eastwestmg.com

Eastwest Marketing Group WINS 2010 WebAward for "Outstanding Website"

NEW YORK, NY (September 15, 2010) -- Eastwest Marketing Group, a transaction driving marketing agency, today announced that it has won the 2010 WebAward for "Outstanding Website" for <http://www.theback-upplan.com>. The site was launched in support of the CBS Films' release, *The Back-up Plan*. More than 2,000 sites from 45 countries were adjudicated in 96 industry categories during this year's competition. Entries were judged on design, copy writing, innovation, content, interactivity, navigation, and use of technology.

Eastwest Marketing Group envisioned the official movie website for *The Back-Up Plan* – a comedy that explores dating, love, marriage and family "in reverse" – to be highly immersive and socially interactive in its appeal. By creatively bringing the film's New York City setting to life and staying true to its themes and hormonally chaotic sense of humor, the website successfully engaged the core female audience. Innovative activities inspired visitors – including Jennifer Lopez fans and their social networking friends – to take a shot at love and to create their very own back-up babies.

The website received near perfect scores for its "design" and "copywriting" as well as "technology" and "ease of use." One judge commented, "Very impressive navigation transitions. I really like the well-designed backgrounds used throughout the site. This site really captures the lighthearted tone of the film."

The "Outstanding Website WebAward" is awarded to entries with an overall score that registers at least 60 out of a possible 70 points granted by the judges, exceeding both the standard of excellence and industry average scores.

The competition was judged by a team of independent Internet professionals representing a variety of relevant disciplines of Web site development. Judges included members of the media, advertising executives, site designers, creative directors, corporate marketing executives, content providers and webmasters.

About Eastwest Marketing Group

Eastwest Marketing Group creatively develops unique experiences that drive transactions for our clients, which include CBS Films, Post Foods, Kraft Foods, Nabisco, Nickelodeon, Destination Maternity, Reckitt-Benckiser, SONY Pictures and Warner Bros.

About The Web Marketing Association

The Web Marketing Association is working to create a high standard of excellence for Web site development and marketing on the Internet. Staffed by volunteers, it is made up of Internet marketing, advertising, PR and design professionals who share an interest in improving the quality of Website development and marketing on the Internet. Since 1997, the Web Marketing Association's annual WebAward Competition has been helping interactive professionals promote themselves, their companies, and their best work to the outside world. Now in its 14th year, the WebAward Competition has become the premier award event for Web developers and marketers worldwide.



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