

## **PRESS RELEASE**

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### **MARCOM CREATIVE AWARDS RECOGNIZES E FACTOR MEDIA Integrated Marketing Solutions Firm Garner Three Platinum, One Honorable Mention Award**

**SAN DIEGO** - E Factor Media, Inc. announced that it has won four 2006 MarCom Creative Awards. MarCom is an international competition for marketing and communications professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. E Factor Media received three Platinum Awards, the highest MarCom Creative Award, and one Honorable Mention.

This year, MarCom chose from more than 5,000 entries judged by industry professionals looking for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

E Factor's recent work for Rain Bird Corporation took three awards. The "ESP LX Modular Tutorial" and "Rain Bird Virtual Museum" won Platinum Awards in the CD-ROM/DVD/Interactive Presentation category while the "Landscape Drip Interactive Guide" received an Honorable Mention in the same category.

The Moneywise Teen ([www.moneywiseteen.org](http://www.moneywiseteen.org)), a website and learning application designed for the California Council on Economic Education, won a Platinum Award for Writing.

E Factor Media Managing Director Charles Tassos said, "We are always looking to industry peers for critique of our work. Our commitment to our clients is reflected in these awards, and is yet one more reason why I am proud of our creative team."

The MarCom Creative Award winners and finalists come from advertising and public relations, corporate communications departments, educational institutions, government entities, designers, writers, video production professionals, broadcast and cable operations, and other businesses and individuals throughout the world.

A complete list of 2006 Platinum Award winners can be found at [www.marcomawards.com](http://www.marcomawards.com).

#### **About E Factor Media**

E Factor Media is a premier San Diego-based interactive marketing communications firm. E Factor combines strategic marketing and forward-thinking creative to deliver interactive communications and fully integrated campaigns that include website design and development, animation, branding, and interactive marketing as well as traditional print advertising and collateral.

Visit [www.efactormedia.com](http://www.efactormedia.com) for more information.

#### **San Diego // Boston**

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