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WSI, the World's Largest Internet Consulting Company Honors the Best of the Best in Websites

WSI Announces winners of first annual WSI Web Awards in Las Vegas, Nevada.

Las Vegas, NV, September 26, 2006 --(PR.COM)-- WSI (We Simplify the Internet) is pleased to honor the winners of the first annual WSI Web Awards at their Excellence and Innovation Conference in Las Vegas, Nevada.

The Website winners in the categories of Best Product Showcase, Best Industry Application, Creative Excellence, and Best Overall Website are exceptional examples of industry best practices and showcase the expertise of the WSI Consultants who have helped their customers' design, build and promote online traffic to their sites.

WSI introduced the first annual WSI Web Awards to showcase the best of the thousands of Internet solutions created each year by WSI Consultants using the customized services and products of the WSI e-Marketplace Production Centers and Authorized Suppliers

Awards were given to the Customer, the WSI Consultant and WSI e-Marketplace exclusive Production Center winners in each category for websites featuring leading-edge functionality and representing the best online practices in different industry verticals.

Ron McArthur, President of WSI states, "WSI is very proud to honor our customers, Consultants and Production Centers who partnered together to develop websites that work. Our Consultants help businesses create an online presence that builds them targeted traffic and converts more customers by using specialized Internet Marketing services."

This year has been an exceptional year for sites demonstrating WSI Consultants' abilities to create solutions for all types of organizations globally. The winners include:

The Best Product Showcase award was given to www.food4africa.org, built by WSI Consultant Francois Muscat and the WSI e-Marketplace Production Center GWS. The site showcases Food4Africa's efforts to provide two nutritious meals a day for children in Africa. For a donation of \$3 USD per month a child can be fed two nutritious meals a day for a month. This site, whose purpose is to help visitors better understand seriousness of the malnutrition problem in Africa and give them an opportunity to help, won the award based on its clear and effective demonstration of the client's product/service focus.

Gordon Minott of Food4Africa said, "The Food4Africa Team is indeed grateful to the WSI Consultants who believed



in our vision and voted for our site. We believe that this award will assist us to further the exposure of the plight of vulnerable children in Southern Africa and in so doing increase our donor base that will allow Food4Africa to change the lives of those children in desperate need. Food4Africa would like to say a big thank you firstly to WSI for putting together this prestigious event and secondly to all the people involved, be it through time or donations, in assisting us in bring hope to South Africa's needy children. We are humbled by your recognition of our work, thank you."

The Best Industry Application was given to www.cornerstonedesignnj.com, built by WSI Consultant Bruce Dunnan and the WSI e-Marketplace Production Center Voloper Creations. The site features Cornerstone Design/Build's architecture and renovation business, and is an exceptional example of industry-specific experiences, demonstrating best practices in its industry vertical.

"We have received universal praise for the content, presentation and ease of navigation from our customers. We average 5-6 requests [per week] for estimates, most of which have been converted into contracts. I am thankful for the beauty, skill and excellence of your efforts and could not be happier with the results" states Alex Szewczuk, Managing Partner of Cornerstone Design/Build Associates.

The Creative Excellence award was presented to www.got2b.com, built by WSI Consultant Chuck Bankoff and the WSI e-Marketplace Production Center, GWS Productions. The site, built for göt2b, demonstrates excellence in branding, layout, and aesthetics, and is a both a visually impactful and appealing site showcasing the göt2b line of hair products. The youth and vitality of göt2b's product lines is clearly demonstrated with the use of flash and imagery. The site was further honored as the grand prize winner of Best Overall Site. It is an outstanding example demonstrating best of class creative, layout, functionality, and client- and industry-focused best practices.

Elena Scheppe and Alison Sangi of göt2b stated, "Chuck and his team were just terrific to work with. They had the right blend of creative and technical resources to consistently transform our ideas into reality. They were unusually flexible with a great sense of customer service - they were always willing to explore options. We've received great feedback complimenting us on a successful website re-launch. This was truly a team effort, and the results speak for themselves. We are honored to receive the award and share it with them."

WSI had thousands of submissions of sites to be considered for the 2006 WSI Web Awards. Each site was scored and ranked by a global team of experienced Consultant site auditors, and sites with a score of 90 or over out of a 100 in their category were evaluated and short listed, resulting in 48 sites nominated as WSI Web Awards finalists. To be eligible for awards, the site must have been developed within the WSI e-Marketplace by a certified Consultant and Production Center Partner. Sites were then voted on by the global community of 1500 plus WSI Consultants to determine the winners.

WSI wishes to congratulate all nominated customers, Consultants and Production Centers. Congratulations again to the winners of the first annual WSI Web Awards.

About WSI:

Through its network of over 1500 offices in 87 countries, WSI delivers thousands of e-Business solutions to small and medium sized businesses annually. Headquartered in Toronto, Canada, WSI provides affordable Internet related services and technologies that deliver maximum return on investment for businesses. As the world leader in providing profitable Internet solutions to SMEs, making information accessible for all via the Internet is an essential component of our offering. For more information on how you can become part of the WSI global network of local Internet consultancy offices, please visit www.wsimarketing.com.

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For more information on WSI or the Excellence and Innovation Conference, please contact Elizabeth Miranda by phone at 905-678-7588 x 1215, by email at elizabethmiranda@wsicorporate.com, or visit <http://www.wsimarketing.com/>.

For information on the WSI Web Awards, please contact Heather Bishop at 905-678-7588 x1220, via email at hbischo@wsicorporate.com or visit <http://www.wsiconsultants.com/webawards.asp>.

Contact Information

WSI Internet
Elizabeth Miranda
905-678-7588 x 1215
elizabethmiranda@wsicorporate.com
www.wsimarketing.com


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