



Press Release

For Immediate Release

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RDK INTERACTIVE'S SPROUT DINER WEB SITE WINS WEBBY AWARD FOR PBS KIDS SPROUT

SproutOnline.com's Sprout Diner microsite developed by RDK Interactive collaboration wins for Best Family/Parenting Website in the 11th Annual Webby Awards

PHILADELPHIA, PA – June 22, 2007 - The Webby Awards, the leading international honor for the Web, named SproutOnline.com's Sprout Diner microsite as the Best Family/Parenting Website in the 11th Annual Webby Awards. The work was produced by a collaborative agency partnership and continues to be managed by two premier interactive media development firms in the Philadelphia region: RDK Interactive, Incorporated of Ardmore, Pennsylvania and KlickStudios (Bryn Mawr, PA).

Daniel Katz, president of RDK Interactive, commented, "This project was definitely a phenomenal experience given the target audience [children, ages 2 through 5]. We built everything "from scratch," so many wonderfully talented people were part of the final product. I can only thank them again and again for their endless dedication to the work we deliver.

The 11th Annual Webby Awards received a record 8,000 entries from over 60 countries and all 50 states. Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading International award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. The awards are judged by the International Academy of Digital Arts & Sciences, a global organization that includes Harvey Weinstein, Arianna Huffington, Matt Groening, Jamie Oliver, Internet inventor Vinton Cerf, and RealNetworks CEO Rob Glaser.

"The Webby Awards honors the outstanding work that is setting the standards for the Internet," said David-Michel Davies, executive director of The Webby Awards, "and SproutOnline.com is a great example of innovation among family/parenting websites.

RDK Interactive specializes in web application development, business strategy, media production and technology consulting utilizing our unique "creative-conceptual" approach. We were founded over 18 years ago as a full-scale, technology provider delivering superior solutions with an affordable, straight-forward approach.