

FOR IMMEDIATE RELEASE



Elevata Wins Three Silver International Davey Awards for MDV.com

More industry recognition for outstanding Web Site, Animation and Home Page Design

November 6, 2008 — Oakland, CA — Elevata Incorporated has won three Silver International Davey Awards for their notable redesign of Mohr, Davidow Ventures B2B Web site, mdv.com.

“We continue to maintain our belief that the right kind of Flash implementation on a Web site can really enhance the user experience”, says Rachel Cary, the firm’s Creative Director. “Particularly in the Financial Services category — an area in which we specialize — Web sites have a tendency to look extremely ‘cookie-cutter’ and it’s very difficult for some of these companies to differentiate, especially as some of them need to be very careful about ‘marketing speak’ on their Web site. The use of Flash in a Web site design can address these issues, and sometimes very successfully. We don’t recommend Flash design on all of our client’s Web sites, but sometimes it’s just what’s needed to take a site from ‘been there, done that’ to ‘wow, show me more!’”

The MDV Web site won Silver in three categories for this design competition: Financial Services, Home Page and Animation Design.

“We are extremely proud to have represented one of our top clients, Mohr, Davidow Ventures, in this international competition. They continue to receive very positive feedback on their site, and it still feels fresh after almost two years. We are grateful for the opportunity MDV gave us to do work that was a little ‘out of the box’, especially for the venture capital world.”

About Elevata Incorporated

Elevata is an award-winning design and technology branding firm, specializing in corporate identity and Web design as well as systems architecture and design. Clients include a variety of industry sectors including investment banking, financial consulting, biotech, risk management, technology, healthcare and pharmaceutical, food and beverage, retail gift, music and entertainment, human resources, and non-profit.

Since 1997, Elevata has provided its clients with a framework of design solutions that are consistently applied throughout their marketing communications — from corporate identity systems to Web sites to collateral and more — that are based on strategic information: your business objectives and target audience as well as market trends.

For more information, please visit our Web site: www.elevatainc.com

About The Davey Awards

The Davey Awards exclusively honor the “Davids” of creativity, the finest small firms, agencies and companies in the world. David defeated the giant Goliath with a big idea and a little rock — the sort of thing small firms do each year. The annual International Davey Awards honors the achievements of the “Creative Davids” who derive their strength from big ideas, rather than big budgets. The Davey Awards is the leading awards competition specifically for smaller firms, where firms compete with their peers to win the recognition they deserve. Please visit www.daveyawards.com for more information.

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The Davey Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. Please visit www.iavisarts.org for a full member list and more information.

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