

## VÉRITÉ WINS STANDARD OF EXCELLENCE AWARDS FROM THE WEB MARKETING ASSOCIATION FOR UINTA GOLF AND OVERLAND STORAGE WEBSITES

Salt Lake City, UT. September 24<sup>th</sup>, 2009

Vérité, a digital communications agency, today announced receiving two prestigious Standard of Excellence WebAwards from The Web Marketing Association. The WebAwards recognize the standard of excellence for which all corporate web sites should strive, and were presented to Vérité for Uinta Golf in the Consumer Goods category and Overland Storage in the Technology category.

The Uinta Golf Award was presented for the innovative new web store design and interactive custom club fitter. The club fitter is a unique on-line tool that golfers can use to determine which driver is best suited for them. The Overland Storage award was presented for an engaging and interactive return on investment calculator tool that customers can use to determine the cost effectiveness of Overland products.

Entries were judged on top web site design, copy writing, innovation, content, interactivity, navigation, and use of technology. More than 2,400 web sites from 40 countries were adjudicated in 96 industry categories during this year's WebAward competition.

"The World Wide Web continues to evolve in terms of website development and the expectations of visitors to sites." said William Rice, President of the Web Marketing Association. "The Web sites today are more integrated than ever and have multimedia tools embedded into the site rather than as links. The WebAward winning websites have once again set the standard for all Web Development. This accomplishment serves as an invaluable marketing opportunity for both the winning website and company, and serves as a benchmark for all websites within each industry."

"We are very proud to win this award, and we're very pleased that our tools and interactive approaches to web development are being recognized." says Kimberley Jones, CEO of Vérité.

## About Vérité

One of Utah's original digital communications agencies, Vérité, Inc. produces unique and effective on-line tools and advertising campaigns. The company was founded in 1993 and initially developed digital advertising campaigns to enable businesses to communicate effectively. Vérité offerings include eTools™, on-line services for registering, testing, certification, eCommerce and more, as well as design and production services for both traditional and digital sales, marketing and training campaigns. Vérité has built innovative integrated media solutions for some of the world's leading technology companies including Novell, IBM, Symantec, Hewlett Packard, The State of Utah, Altiris, Heliuss and more. Headquartered in Sandy, Utah, Vérité, Inc. serves clients in Utah as well as nationally.

## About Uinta Golf

For more than 35 years, Uinta Golf has built and maintained a reputation as a pioneer in the retail golf equipment industry. With an unwavering commitment to superior value and service, the latest fitting and testing technology, and the world's best golf equipment, their business exists to improve every customer's game and fuel every golf lover's passion for the sport.

## About Overland Storage

Overland Storage is a market leader and innovative provider of smart, affordable data protection appliances that help midrange and distributed enterprises ensure business-critical data is constantly protected, readily available and always there. Overland's award-winning products include NEO SERIES® and ARCvault® tape libraries, REO SERIES® disk-based appliances with Virtual Tape Library (VTL) capabilities, ULTAMUS® RAID SAN-based appliances and Snap Server NAS-based appliances. Overland sells its products through leading OEMs, commercial distributors, storage integrators and value-added resellers.

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