



## Overland Storage and Vérité Win Three Web3 Awards for Viral Marketing Campaign

**SALT LAKE CITY, UT.** – Dec. 3, 2007 – Today, Vérité, a digital communications agency, announced it was presented with three W3 Silver Awards from the International Academy of Visual Arts (IAVA). The awards were presented to Overland Storage for “Office Ninja,” a viral marketing campaign involving a game, created and designed by Vérité, used to promote the Overland Storage brand. The awards were given in the following categories: Branding, Corporate Communications and IT/Computer Hardware.

### W3 AWARDS INFO:

The W<sup>3</sup> Awards honors creative excellence on the Web, and recognizes the creative and marketing professionals behind award winning Websites, Web video and online marketing programs. Simply put, the W<sup>3</sup> is the first major Web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

The W3 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](http://www.iavisarts.org) for a full member list and additional information.

“We are grateful for the opportunity we had to work with Overland Storage to create an exciting opportunity for its customers who could engage in a fun and creative viral game they could relate to,” said Kim Jones, Vérité CEO and president. “It was an excellent chance for Overland Storage to showcase their brand and promote conversations and awareness among their target consumers and we are proud to be recognized for this achievement by IAVA.”

The W3 Awards honors creative excellence on the web and recognizes the creative and marketing professionals behind award winning sites, videos and marketing programs. The awards received over 2700 entries this year.

“We were incredibly impressed by the quality and creativity of this year’s entries. W3 winners continue to raise the bar in Web development and design, push the limits of web advertising creative and pioneer the use of web video. We are thrilled to have reviewed such a diverse and respected pool of work” said Linda Day, the director of the IAVA. “On behalf of the entire Academy, we applaud our winners as they continue to advance Internet creativity and greatly contribute to the burgeoning online world.”

“It is important to deliver the Overland Storage brand in innovative ways” said Michelle Suzuki, a Director of Marketing Communications for Overland Storage.

“Vérité is the ideal partner for us, given their talented team and consistent delivery of outstanding marketing materials.”

### ABOUT VERITE, INC.

One of Utah’s original digital communications agencies, Vérité, Inc. produces unique and effective on-line tools, and creative campaigns for corporate sales, marketing and training departments. 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. Vérité has built innovative integrated media solutions for some of the world’s leading technology companies including Novell, Omniture, Symantec, Intel, The State of Utah, Avocent and more. Headquartered in Sandy, Utah, Vérité, Inc. serves clients in Utah as well as nationally. Learn more at [www.verite.com](http://www.verite.com).

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