



InterCommunicationsInc®
1375 Dove Street, Suite 200
Newport Beach, California 92660
(949) 644-7520 Fax (949) 640-5739
intercom@intercommunications.com

InterCom® Named Official Honoree of 2009 Webby Awards

Newport Beach, CA — InterCommunicationsInc®, a global marketing communications firm based in Newport Beach, has been recognized by The 13th Annual Webby Awards as an Official Honoree in the Real Estate category for the Marina Papagayo, Costa Rica website (www.intercommunications.com/client/marinapapagayo). The website was created by InterCom's in-house interactive marketing department, InterCom Interactive® (or I2).

Hailed as the "Oscars® of the Internet" by The New York Times, The Webby Awards is the Internet's most respected symbol of success. The 13th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. Winners are chosen in more than 125 categories by the International Academy of Digital Arts and Sciences, a global organization whose members include David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Internet inventor Vinton Cerf, Twitter co-founder Biz Stone, Virgin Group Chairman Richard Branson and R/GA Chairman and CEO Bob Greenberg.

The Official Honoree distinction is awarded to the top 15 percent of all work entered that exhibits remarkable achievement. Criteria are based on excellence in content, structure and navigation, visual design, functionality, interactivity and overall experience. InterCom joins a prestigious list of 2009 honorees that includes well-known shops and esteemed brand leaders, such as Gucci, eBay, Barnes and Noble, Schematic (company website), Cars.com, The Office website, Disney Channel, Pfizer.com and Stumbleupon.com.

"We are honored to be recognized among such pioneers in the interactive world," said Toni Alexander, President and Creative Director of InterCommunications®. "Interactive communications is an integral part of reaching a sophisticated global market and reinforcing the brand essence of our clients' projects. The Marina Papagayo website was a case where our client allowed us to flex our creative muscle and push the envelope to create an interactive experience that is as dynamic and internationally compelling as the place itself."

I2 has been a vital part of the InterCom team since 1996. Working collaboratively with InterCom's creative and account services departments, the InterCom Interactive team is responsible for planning, designing and executing the interactive and multimedia components of every project's brand identity. From eCampaigns to marketing websites to database-driven websites that allow guests to make on-line reservations and brokers to track leads, I2 has been at the forefront of interactive technology and its application to real estate and resort marketing.

Marina Papagayo is Costa Rica's first and only luxury marina. Located on the Pacific shores of the Guanacaste province, Marina Papagayo is planned as the showpiece of the 2,300-acre Peninsula Papagayo—Costa Rica's premier residential resort community and an InterCom client since 1999. Positioned as a five-star yachting experience, Marina Papagayo will feature a world-class 180-slip marina; an authentic European-style waterfront village notched into the hillsides; and a limited collection of luxury marina condominiums and residences overlooking the harbor and Culebra Bay. Phase I officially opened in December 2008. When complete, Marina Papagayo will be the most exclusive seafaring destination in the Pacific Americas.

InterCommunicationsInc® is a full-service marketing and communications company with 25 years of experience in the leisure and lifestyle industries, specializing in branding programs for real estate, resort, recreation and retail projects worldwide. For more information, please contact Toni Alexander at (949) 644-7520.