



MommyCast Press Release

For Immediate Release

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MOMMYCAST RECEIVED "OFFICIAL HONOREE" AWARD, BEST 2007 "FAMILY AND PARENTING" SITE, FOR THE 11TH ANNUAL WEBBY AWARDS

MommyCast Blog and Podcast Recognized by Top International Honor for the Web

WASHINGTON, DC - 4/12/2007 – The Webby Awards, the leading international honor for the Web, today recognized MommyCast, the wildly popular blog and podcast, as an Official Honoree, best 2007 "Family and Parenting" site, a distinction that recognizes work exhibiting remarkable achievement.

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 David Bowie, 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. "MommyCast's Official Honoree selection is a testament to the skill, ingenuity, and vision of the MommyCast team."

In keeping with the Webby Awards' famous "five-word speech" of thanks, both Paige Heninger and Gretchen Vogelzang, co-founders and hosts of MommyCast, said, "Fun for the whole family."

The 11th Annual Webby Awards received a record 8,000 entries from over 60 countries and all 50 states. Out of more than 8,000 entries submitted, fewer than 15% received this honor and were deemed an Official Honoree.



About MommyCast:

Started in March, 2005, MommyCast©. has been featured in the *Hollywood Reporter*, *Washingtonian Magazine*, *BusinessWeek*, *Variety* magazines and the *USA Today*. Paige and Gretchen of MommyCastTM have also been interviewed by *CNN*, *NBC*, *the BBC*, *Brandweek* and *the Wall Street Journal*. MommyCastTM holds the distinction of being one of the first independent podcasts to land a major corporate sponsorship, which came via *Dixie Paper Co.* They have also established themselves as a member of the *Buena Vista Entertainment Press Corps* and are sponsored by *Walt Disney Studios* for family fare DVD movie releases. MommyCast©. was the first podcast to do an enhanced podcast review of a movie, *March of the Penguins*, released by *Warner Independent Pictures*. MommyCast is proudly represented by The Endeavor Agency, Hollywood, California.

About The Webby Awards:

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About the International Academy of Digital Arts and Sciences (IADAS):

The International Academy of Digital Arts and Sciences is dedicated to the creative, technical, and professional progress of the Internet and interactive media. The Academy is an intellectually diverse organization that includes over 500 members consisting of leading experts in a diverse range of fields, such as musician David Bowie, Internet inventor Vinton Cerf, Naked Chef Jamie Oliver, The Body Shop president Anita Roddick, fashion designer Max Azria, "Simpsons" creator Matt Groening and Real Networks CEO Rob Glaser. The Webby Awards and The International Academy of Digital Arts and Sciences are registered trademarks of International Data Group. For more information, visit www.iadas.net.

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