



The Delve Group, Inc.SM

Delve Press Release

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For Immediate Release

THE DELVE GROUP RECOGNIZED FOR EXCELLENCE IN WEB DESIGN

Brand Firm Receives 2008 Web Awards In Financial And Professional Services

NEW YORK, NY – September 18, 2008 – The Delve Group, a leading full-service branding firm, today announced their recognition for “Outstanding Achievement in Website Development” from the Web Marketers Association. Two of the firm's website projects were selected as winners of the prestigious 2008 WebAwards; Sixth Gear (www.delvegroup.com/sites/sixthgear) and Daversa Partners (<http://www.daversapartners.com/>) in the Financial Services and Professional Services categories, respectively.

“Daversa Partners and Sixth Gear are in competitive businesses that rely on marketing and branding to succeed. They have a wide range of competitive branding firms to choose from, and in choosing Delve they took a different path than many of their competitors,” said Brenna Garratt, CEO of The Delve Group. “Delve takes great pride in this recognition. These awards underscore the superiority of our approach and our end-result. Most importantly, they validate the decision made by Daversa, Sixth Gear, and all of our clients who recognize and value of our team's dedication, ingenuity and hard work,” she added.

The WebAward competition's judges represent the various relevant disciplines and are distinguished experts in their fields. Judges include members of the media, advertising executives, top web site designers, content providers, and webmasters. Websites are judged on design, innovation, content, technology, interactivity, copywriting, and ease of use.

About our Winning Clients

Daversa Partners (www.daversapartners.com) is a retained search firm aimed at the most senior executives. The two most important selling tools for them are their past clients and their people. This firm is known for its personality and candor. We built a site as unique as they are, designed to capture their straightforwardness and culture.

Sixth Gear (www.delvegroup.com/sites/sixthgear) is a sub-prime auto finance company focused on bringing back the “relationship” in partnering with dealerships, and “trying to see things from the dealer & driver perspective at all times”. We designed a site with a “Google feel” – you can get all the information you want, but you aren't overwhelmed with too much. Another priority was their people who build individual relationships with the dealerships. To evoke this, we used a concept around “my first car” as a fun way to bring personality to their bios and personally connect them to the emotion and feeling of purchasing a car.

About The Delve GroupSM

The Delve Group creates, implements, and manages brands that deliver measurable results for business services companies. We actively foster brands that create real market leadership, generating credibility that results in increased interest from prospective clients, employees, and business partners. Our methodology is guided by a strategic understanding of our clients. We delve deep into their businesses to assess where they've been, where they want to go, and how best to get there.



Beyond facilitating new relationships, improving revenue growth opportunities, and easing the recruitment and retention of talent, our success is measured by advancing the enterprise value of our clients' businesses. Headquartered in New York City, we have clients located throughout the US and around the world.

About the WebAwards

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and development of the best websites on the World Wide Web. The Web Marketing Association is the producer of the WebAward Competition. Now in its 12th year, the WebAwards is the premier annual website award competition that names the best Web sites in 96 industries while setting the standard of excellence for all website development. But more than just an award program that Internet marketing experts use to increase website visibility, the WebAwards provides a benchmark by which all Website development can be judged. More than a decade's worth of judging scores defines what Internet marketing professionals should strive for in their website marketing and design efforts. More information about the WebAwards can be found at www.webaward.org.

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