

## **Grand Slam for Zooma by Semcon as the Web Marketing Association presents awards for best websites**

**Three first prizes and a bonus prize for Zooma at the American Web Market Association's annual Internet Advertising Awards (IAC Awards) for best internet campaigns. Salming Sports received a prize for Best Sports Online campaign, Sony Playstation for Best Game Site Online and Sail Racing for Best Leisure Online ad. In addition Forceball received a prize for its Outstanding Online campaign.**

"This is the third time Salming Sports has been awarded a prize for salmingsports.com, which is really great. They will also bring out a new website in the spring which we hope will be equally appreciated," says Anders Björklund, Zooma's CEO.

"To be given the news about the WMA's Advertising Awards while working on our next website not only raises our belief in the work group, it's also further proof of the site's prominence and ability to communicate the brand," comments Thomas Nord at Salming Sports.

"It's also fantastic that Sony Playstation, Forceball and Sail Racing have been rewarded for their efforts," Anders concludes.

Visit the prize-winning websites at: Salming Sports ([www.salmingsports.com](http://www.salmingsports.com)), Sony Playstation ([eu.playstation.com](http://eu.playstation.com)), Sail Racing ([www.sailracing.com](http://www.sailracing.com)) and Forceball ([www.forceball.net](http://www.forceball.net)).

### **For more information, please contact**

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### *Zooma*

*Zooma develops interactive marketing strategies, concepts, productions and solutions for customers where interactive media and internet is an important part of the experience surrounding the brand.*

*Zooma is a wholly-owned subsidiary within the Semcon Group.*