

EGO Factory News **2009**

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FOR IMMEDIATE RELEASE

EGO Factory Wins 2009 WebAward for Outstanding Achievement in Web Development for MyCeliacID.com.

Irvine, CA (2009) – The Web Marketing Association presented the 2009 WebAward for outstanding achievement in Web development to MyCeliacID.com. MyCeliacID.com was created by EGO Factory for Prometheus Laboratories, Inc., a specialty pharmaceutical and diagnostic company committed to improving the lives of patients with gastrointestinal, autoimmune and inflammatory diseases and disorders. MyCeliacID.com showcases the first do-it-yourself saliva-based genetic test dedicated to celiac disease.

Since 1997, the Web Marketing Association's annual WebAward Competition has been setting the standard of excellence for Website development. Independent expert judges from around the world review sites in 96 industries. The best are recognized with a WebAward which helps interactive professionals promote themselves, their companies, and their best work to the outside world. The WebAward Competition is the premier award recognition program for Web developers and marketers worldwide.

"An outstanding achievement for an outstanding effort," remarked Brent Bolton, Chief Creative Officer of EGO Factory. "Praise for the Prometheus and EGO Factory team is well deserved."

To see the award-winning Web site, please visit: www.MyCeliacID.com

Contact EGO Factory today to learn more at info@egofactory.com.

About EGO Factory

EGO Factory is a full-service interactive agency that offers Website development, Web maintenance, business-class hosting, consulting and online marketing. EGO Factory was formed in April 2003 with a commitment to developing high-quality online and offline solutions to meet client needs, provide results and surpass expectations. Like with any business, in the world of interactive media, there is a constantly evolving set of rules and standards. EGO Factory takes pride in being on the leading edge of those interactive media standards, in order to keep clients' businesses on top of the marketplace. Working with EGO Factory, clients enjoy an unsurpassed level of quality, consistency and efficiency, while fulfilling their interactive and traditional marketing needs.