

HAN HOOGERBRUGGE SELECTED AS JUDGE FOR WEBBY AWARDS'

FIRST-EVER INTERACTIVE ADVERTISING AWARDS

More Than 50 Advertising Industry Leaders Join International Jury

www.webbyawards.com

New York, NY (October 10, 2006) – Hoogerbrugge.com management, today announced that Han Hoogerbrugge has been selected to serve as a new member of the International Academy of Digital Arts & Sciences and a judge for The Webby Awards' first-ever interactive advertising awards.

Hailed as the "Oscars of the Internet" by the *New York Times* and "one of the most prestigious awards in the world" by the BBC, The Webby Awards is the leading international award honoring excellence on the Internet including Websites, Interactive Advertising and Online Film & Video.

Han Hoogerbrugge is part of an exclusive group of advertising industry leaders who will serve on the jury for the new interactive advertising categories, which were recently announced in conjunction with the call for entries for The 11th Annual Webby Awards.

Other new members of The International Academy of Digital Arts & Sciences include: Bob Greenberg, CEO, R/GA; Jeff Benjamin, Creative Director, Crispin Porter + Bogusky; Matt Freeman, CEO Worldwide, Tribal DDB; David Eastman, CEO, Agency.com; and Annie Wong, Executive Creative Director, Ogilvy & Mather, Hong Kong. A full list of judges can be found at <http://www.iadas.net/membership.php>

The interactive flash animations of H.Hoogerbrugge visualise the spirit of our time through his main character (drawn after himself) with no language, just images. He has adopted a deliberately sparse visual style. All the animations are basically very simple with a small variety of action scripting. Hoogerbrugge aims to put just enough action in one animation to keep your attention, but at the same time leaving you hungry and wanting to see more. www.hoogerbrugge.com and www.prostress.com

“With the tremendous growth and innovation in interactive advertising, it was essential that we bring together the best thinkers and creative minds in the industry,” said David-Michel Davies, Executive Director of the Webby Awards. “We’re honored to have Han Hoogerbrugge as a member of the Academy.”

As a member of the Academy, Han Hoogerbrugge will be responsible for evaluating

entries in 15 interactive advertising categories including banners, rich-media advertisements, integrated marketing campaigns, and viral & email marketing. A full list of the categories can be found at www.webbyawards.com/webbys/categories.php#interactive_advertising

To enter the 11th Annual Webby Awards, visit www.webbyawards.com. The early entry deadline is October 27, 2006. Nominees will be announced in April 2007 and winners will be honored at a gala ceremony in June 2007.

About Hoogerbrugge.com management contact Henny de Man
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About The Webby Awards:

Called the “Oscars of the Internet” by the *New York Times*, the Webby is the leading international award honoring excellence in Web design, creativity, usability and functionality. Established in 1996, the 10th Annual Webby Awards received over 5,500 entries from all 50 states and over 40 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: AOL, The Creative Group; Verizon; Adweek; Fortune; Variety; Wired; IDG; iStockphoto; American Marketing Association; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of the Moving Image. For more information visit www.webbyawards.com.