

PRESS RELEASE

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MOJAVE recognized for Outstanding Achievement in Website Development by the Interactive Media Awards™

MOJAVE INTERACTIVE earns top marks in the Consumer Goods category for the CafePress SIGG Easy Designer

San Francisco, CA USA – May 20, 2009 - Mojave Interactive announced today that it has been honored with Outstanding Achievement in Website Development by the Interactive Media Awards™ for its work on the CafePress SIGG Easy Designer. The honor recognizes that the SIGG Easy Designer project met and surpassed the basic standards of excellence that comprise the Web's most professional work. The site was honored specifically for excellence in Consumer Goods.

The SIGG Easy Designer at CafePress lets consumers rehydrate in style with eco-friendly SIGG water bottles. Site visitors can choose from thousands of designs from the CafePress community, or personalize their own bottle with text and pictures using the SIGG Easy Designer. Users can also create their own unique gifts by customizing bottles with someone's name or a special message.

"CafePress is known for giving its users the power to design custom products that reflect who they are." said Robert Gourley, Creative Director at Mojave Interactive. "Mojave wanted to apply that same creativity and consumer-involvement to a great eco-friendly product. The SIGG Easy Designer lets people be creative, and gives them a compelling reason to stop using wasteful plastic bottles. A win-win in my book."

Judging for the Interactive Media Awards™ consisted of various criteria, including design, usability, innovation in technical features, standards compliance and content. In order to win this award level, the site had to meet strict guidelines in each area — an achievement only a fraction of sites in the IMA competition earn each quarter.

About Mojave Interactive

Mojave, an interactive agency based in San Francisco, works with leading brands to create engaging experiences that go far beyond the banner. It was founded by Creative Director Robert Gourley and has created viral ad campaigns for such brands as Whole Foods Market, Bio-Rad, Elephant Pharmacy, Nimblefish and CafePress. Mojave specializes in creating engaging advertising experiences that live across multiple media. Mojave develops branded entertainment that inspires customers to become advocates, and uses social media to build community around brands. For more information, visit www.thisismojave.com.

About CafePress

CafePress is the leader in User-Generated Commerce and offers sellers turnkey e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Launched in 1999, CafePress has empowered individuals, organizations and businesses to create, buy and sell customized merchandise online using the company's unique print-on-demand and e-commerce services. Today, CafePress is a growing network of over 6.5 million members who have unleashed their creativity to transform their artwork and ideas into unique gifts and new revenue streams. To learn more, visit www.cafepress.com.

About the Interactive Media Awards

The Interactive Media Awards recognize the highest standards of excellence in website design and development and honor individuals and organizations for their outstanding achievement. Created by

the Interactive Media Council, Inc. (IMC), a nonprofit organization of leading web designers, developers, programmers, advertisers and other web-related professionals, the competition is designed to elevate the standards of excellence on the Internet and offer winners a boost in marketing and exposure. IMC serves as the primary sponsor and governing body of the Interactive Media Awards™, establishes the judging system and provides the judges for the competition.