

PRESS RELEASE

FOR IMMEDIATE RELEASE

MOJAVE strikes gold at the 8th Annual Horizon Interactive Awards Competition

MOJAVE INTERACTIVE wins the top prize for "The Ungiftables," a campaign featuring a motley cast of characters who challenge CafePress users to find them the perfect gift.

San Francisco, CA USA – May 20, 2009 - Mojave Interactive was honored with two awards at the 8th Annual Horizon Interactive Awards competition, including a Gold Award in the E-commerce/ Shopping category for "The Ungiftables" CafePress campaign. "The Ungiftables" also took home the Silver Award in the Flash category.

"The Ungiftables" introduces the world to seven humorous characters who should be *immediately* recognizable to anyone who's shopped for gifts. They are your critical mother-in-law, a bored nephew, or that nosy neighbor who are seemingly impossible to find the perfect gift for. When visiting www.theungiftables.com, users can interact with these characters, who come to life with quips and comments that often echo with "I've heard that before" familiarity. Customers use a simple slider bar to answer questions about their giftee, and then navigate through a number of gift suggestions. The site was built to highlight that when it comes to shopping for the tough-to-please people in your life, CafePress has the perfect gift for any *ungiftable*.

"We wanted to cut through the noise of the cookie-cutter gift lists that come out every holiday and never seem to help," said Robert Gourley, Creative Director at Mojave Interactive. "Our goal was to encourage pass-along in a crowded and competitive space. The bottom line is, it's tough to get noticed around the holidays. The big brands buy all the ad space, and you need to do something to stand out and deliver the brand message. Which is exactly what 'The Ungiftables' did."

The Horizon Interactive Awards is a prestigious international competition recognizing outstanding achievement among interactive agencies. The Horizon Interactive Awards receives hundreds of entries from all over the world. Winning entries showcase the industry's best interactive media solutions including web sites, CDs and DVDs, online ads, video and more.

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 Horizon Interactive Awards

In its 8th year, the Horizon Interactive Awards was created to recognize excellence in interactive media production worldwide. Since 2001, the competition has received thousands of entries from countries around the world and nearly all 50 US States. Each year, those entries are narrowed down to the best of the best to be recognized and promoted on an international stage for their excellence. The judging process involves a HorizonInteractive Awards advisory panel, end user panel and a worldwide panel of judges consisting of industry professionals. Winning entries are dubbed the “best of the best” in the interactive media industry. For more information, visit www.horizoninteractiveawards.com.