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360i Acquires Design & Development Firm, i33, to Enhance Solutions for Brand Marketers

NEW YORK –March 18, 2008 - [360i](#), a leading independent digital agency and a subsidiary of Innovation Interactive LLC, today announced that it has acquired award-winning digital design, development and marketing firm [i33 communications](#). The move bolsters 360i's existing capabilities and further enhances the agency's ability to create integrated and measurable interactive marketing solutions for major brand marketers.

Headquartered in New York with an office in Detroit, i33 brings strong expertise in creating user experiences online, including design and development of social media applications, widgets, web sites, rich media experiences and more for entertainment and retail clients including Marvel Entertainment, PBS, New Era Cap, Target and Borders.

"To compete and reach audiences effectively online, smart marketers today require a whole new kind of agency – one that has a deep understanding of how to create engaging interactive consumer experiences that are searchable, integrated and provide measurable impact to the marketer," said Bryan Wiener, CEO of 360i. "We've worked with i33 on a series of integrated programs and have consistently found their team and their work to be nothing less than exceptional."

"This is a perfect marriage, combining our skill sets with 360i's roster of blue-chip clients, as well our joint focus on delivering engaging and measurable results to our strategic clients," said David Levin, President/CEO of i33. "We look forward to taking our existing integrated working relationship to the next level, which will accelerate our ability to jointly deliver immersive and innovative solutions to leading marketers."

The companies also announced today that i33 has won "Best of Show" for its rich media work for [PBS](#) at the 2008 Internet Advertising Competition Awards by the Web Marketing Association.

Started in 1998, 360i has emerged as one of the leading digital agencies with a core focus on developing, executing, analyzing and optimizing integrated digital marketing campaigns for large brand marketers, including NBC Universal, Office Depot and H&R Block. 360i has expanded its service offerings organically beyond search over the past two years, first with behavioral marketing and then with social marketing, earning a leadership reputation among clients and the marketing industry in those disciplines. 360i and i33 began working together last year to complement 360i's offerings in design and development services with a key focus on developing portable multimedia products such as widgets and applications. Jointly 360i and i33 have worked together to support 360i customers. While organic growth will continue to be the primary driver of the business, this acquisition accelerates 360i's investment in creative services, combining a cohesive, experienced team with an established portfolio of engaging and measurable digital experiences. i33 will be a division of 360i, LLC.

AdMedia Partners acted as financial advisor to i33 in this transaction.

About 360i

360i is a digital agency with centers of excellence in search, behavioral marketing and social media. Started in 1998, 360i has emerged as one of the leading digital agencies with a core focus on concepting, producing, executing, analyzing and optimizing integrated digital marketing campaigns for large brand advertisers with a foundation in search marketing. Understanding and analyzing user behavior online across search and social media provides the insights to engage and attract 360i's clients' target audience. 360i maintains a select group of premier clients such as NBC Universal, Scripps Networks, Discovery Networks, Office Depot and H&R Block, employing a combination of strategy, service and technology to ensure optimal campaign performance. In 2007, 360i was named one of the "Hottest Digital Agencies Around" by *Advertising Age* and won multiple awards, including Google's "Marketing Machine" award and *OMMA* magazine's "Search Agency of the Year" award. 360i is part of [Innovation Interactive](#), a leading digital marketing services company. For more information, please visit www.360i.com.