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## BOOKGLUTTON WINS SILVER IN THE 2008 W3 AWARDS

OCTOBER 20, 2008 -

BookGlutton has received a Silver in the 2008 W3 Awards, distributed by the International Academy of the Visual Arts. Receiving over 3,000 entries, the W3 Awards honor outstanding websites, web marketing, and web video created by some of the best interactive agencies, designers, and entrepreneurs worldwide. BookGlutton.com won a Silver Award in the Community category.

"We were amazed at the caliber and quality of work received this year. Our winners continue to push the envelope of internet creativity and web design, and it is gratifying to see such great work from the smallest agencies to the biggest firms" said Linda Day, the director of the IAVA. "On behalf of the International Academy of the Visual Arts, we are honored to recognize our winners as they continue to set a high standard of excellence for Web development."

Launched earlier this year, BookGlutton.com creates community around books. Visitors to the site can select a book and discuss the content with each other from right inside the book, on a chapter-by-chapter basis. This capability, coupled with the ability to attach a note to any paragraph, is unique to the industry. Book clubs, avid readers and students have all been early adopters of the technology.

"Books are one of the oldest shared experiences, and the Web can add a new element to that" said Travis Alber, BookGlutton's co-founder and Chief Creative Officer. "BookGlutton offers a way to read and share books online that takes advantage of on-line presence and interconnectivity, rather than just reproducing what you would find in the offline world. We hope we can enhance how people read and discuss books."

In determining winners, W3 Award entries are judged based on a standard of excellence as determined by the IAVA, according to the category entered. To uphold a high standard of excellence, a category may have multiple winners, or may have no winners at all. Entries are scored on a ten point scale by the judges. The International Academy of the Visual Arts is an invitation-only body consisting of top-tier professionals from media, interactive, advertising, and marketing firms. IAVA members include executives from organizations such as Brandweek, Disney, HBO, Monster.com, MTV, Sotheby's Institute of Art, Wired, and Yahoo!.

#### About BookGlutton

Launched in January 2008, BookGlutton is a cross between a book, a computer and a book group -- a web-based digital reader that lets users discuss books from the inside. BookGlutton has turned books into conversations using web 2.0 technologies, allowing people around the world to connect and chat about books on a page-by-page level. The Unbound Reader is built entirely on open web standards, is free to use, and allows both shared comments and real-time chatting on a chapter-by-chapter basis. BookGlutton's upload feature allows writers to add their own work to the catalog.

#### About The W3 Awards:

The W<sup>3</sup> Awards honor creative excellence on the web. Now in its third year, the W3 Awards committee reviewed over 3,000 entries to pick the winners. Read more at [www.w3award.com](http://www.w3award.com).

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