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THE1STMOVEMENT EARNS RECOGNITION FROM THE 2011 LOS ANGELES ADDY® AWARDS COMPETITION

The Digital Innovation Agency™ Brings Home Another ADDY for Its Online Campaign for PENTAX Optio W90 Camera

Pasadena, CA/Denver, CO April 1, 2011 The1stMovement (T1M), a full service digital agency with offices in Pasadena, CA, and Denver, CO, announced today that it was recognized by the 2011 Los Angeles ADDY® Awards competition within the online category. T1M's work, "The Most Adventurous Friend You Know" campaign for PENTAX Digital Imaging's Optio W90 waterproof camera earned a Bronze ADDY Award. Conducted annually since 1960 by the American Advertising Federation, The ADDY Awards Competition is the advertising industry's largest and most representative competition for creative excellence.

The award-winning campaign encouraged consumers to "live deeply" by challenging their comfort zone with their trusted mud-proof, water-proof, dust-proof, and shock-proof W90. In less than 2 months, T1M integrated multiple digital channels, including a major upgrade to their US official site. Rich media banner ads leveraged several social media communities in a targeted pay-per-click campaign, while a Facebook community hosted the PENTAX Optio W90 Facebook MUDFIGHT! Game Challenge Sweepstakes. Traditional tactics included digital billboards, train wraps and point of purchase displays in select markets.

T1M's CEO Ming Chan stated, "It is a true honor to be recognized by the LA Addy Awards Competition this year. The online campaign for the Optio W90 was a great example of the scope, quality of work, and ultimately the results that T1M can deliver to its clients."

T1M's ability to unite outstanding creative with digital technology, along with its proven track record of success has earned the agency a variety of prestigious awards, including the Webby Award, Stevie Awards, Horizon Interactive Award, Communications Arts Award and many more.

For more information about the PENTAX Optio W90 campaign, click here or to contact The1stMovement visit www.the1stmovement.com.

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About The1stMovement

A full-service digital agency with offices in Pasadena, CA and Denver, CO, The1stMovement (T1M) uses emerging technology to push the boundaries of digital media. Known as *The Digital Innovation Agency*, T1M has gained national recognition for its accomplishments across a wide range of well-established brands including Adobe, AT&T, Cisco, Comcast Entertainment Group, Dex One, PENTAX and more. A recipient of such awards as the Emmy®, Communications Arts, Horizon Interactive, the Webby Award, rankings in Inc. 500 and the LA and Denver Business Journals' 2010 "Best Places to Work in LA" and "Top Advertising Agencies in Denver," respectively. Visit <http://www.the1stmovement.com>.

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Multimedia Links

VIDEO: The1stMovement's Show Reel - [View video](#)

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