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CONTACT: Darlene Pergola
917-455-1014

GIGAPIXEL CREATIVE CELEBRATES ITS ONE YEAR ANNIVERSARY

AWARD WINNING IMAGING COMPANY IS MAKING ITS MARK IN THE DESIGN MARKET

New York, January 20th, 2005: As recipient of the American Design Award, Gigapixel Creative has, in just a year of operation, earned the reputation for developing web designs that are refreshingly innovative while embracing the image and culture of its client companies. Founded by Yao-Hui Huang and Joseph Kilrain, Gigapixel has quickly acquired a reputation for thoughtful, daring, imaginative work in Web Site development, internet marketing, promotions and content management solutions for companies seeking to introduce or revamp their branding, marketing or Web Site presence.

Based in New York City, Gigapixel Creative delivers business and technology solutions with an originality that demonstrates a working philosophy where industry norms are only guidelines, not rigid boundaries. Gigapixel offers concepts and solutions that leap over the line of conventional practices; the overwhelming response to this approach from both clients and the industry is an affirmation of their success. Thus far eleven awards have been bestowed upon Gigapixel for groundbreaking work, the honors coming from domestic and international committees pursuing excellence in web design, interactive branding and marketing. Notable among these honors is the WebAward, which previously had been awarded to Coca – Cola and Volkswagen. Gigapixel Creative was the recipient of the Four Elements Award, practically the “Oscar” of the international web design community, and was the first firm to simultaneously win in two categories.

For Gigapixel Creative the client is the focal point, innovation and ingenuity in the design concepts are guided by the desire to craft the message the client company wishes to achieve, relating to brand and product placement, as well as corporate identity. The digital artistry is captivating, and yet as remarkable as it can be, it is the veneer that wraps a package of marketing tools, consulting and developmental framework, and technology support services tailored to the needs of the client. Now more than ever competition is not just fierce but unrelenting. The utilization of mass media to establish company, brand and product awareness is crucial, but the message needs continual adjustment, fine-tuning. Gigapixel's philosophy is simplicity, functionality and end user appreciation. A successful web design is not just a visually inspiring series of images, it is also easy for consumers to use and navigate, while clearly communicating and representing the client message and product. For every client the objective is to create a design that is unique, eye-catching to consumers, with the functionality that allows him or her to become familiar with the message and product.

The founders of Gigapixel Creative, Yao-Hui Huang and Joseph Kilrain, a synthesis of their shared ideas and experiences, established these objectives. Miss Huang is a businesswoman with an extensive history in business and the creative arts. Mr. Kilrain, Gigapixel's creative director, is a visual engineer with over ten years of history in all facets of web planning and design. Before venturing off on his own a few years ago, Mr. Kilrain worked with industry leaders from New York to Philadelphia. Today his office is congested with the awards and accolades of those days. Traveling separate paths these two innovators arrived at the same place with a similar vision, and forged a partnership.

The synergistic effects of that partnership form the driving force behind Gigapixel Creative, bringing divergent ideas and perspectives to the medium of web marketing and design. One year along, Gigapixel has been successful in stirring the pot of web presentation and interactive

marketing; the ideas brought to the surface have made the upstart company one of the most sought after names in the industry. Gigapixel's emergence as an industry leader, spearheaded by ingenious technological solutions, innovative web designs and clever marketing concepts has created a buzz that is attracting clients of national and international stature. These clients are looking for the dynamism and spirited concepts that are the hallmark of all Gigapixel projects.