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FOR IMMEDIATE RELEASE

**Visual Purple Wins Silver Award for Interactive Multimedia at
The International Davey Awards**
The Power of Story: Driven

San Luis Obispo, CA –October 30, 2008-The winners of The 2008 Davey Awards have been announced by the International Academy of the Visual Arts today. With over 4,000 entries from across the US and around the world, the Davey Awards honors the finest creative work from the best small firms, agencies and companies worldwide. Please visit www.daveyawards.com to view the full winners list.

The Davey Awards is judged and overseen by the International Academy of the Visual Arts (IAVA), a 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current IAVA membership represents a "Who's Who" of acclaimed media, advertising, and marketing firms including: Sotheby's Institute of Art, Yahoo!, Estee Lauder, *Wired*, Insight Interactive, The Webby Awards, Bath & Body Works, Brandweek, Polo Ralph Lauren, ADWEEK, Alloy, Coach, iNDELIBLE, MTV, Victoria's Secret, HBO, The Ellen Degeneres Show, Myspace.com, and many others. See www.iavisarts.org for more information.

"The International Academy of the Visual Arts was honored to have once again participated in the International Davey Awards competition. We were truly amazed and excited at the overall caliber and quality of this year's pool of entries" noted Linda Day, Executive Director of the IAVA. She added "The Davey Awards serves as the benchmark for recognizing creative excellence and continues to raise the bar in honoring the best work from small agencies and firms worldwide. Congratulations to the "Creative Davids" at the forefront of their industry, helping to push the limits in creativity and design."

About The Davey Awards

The Davey Awards exclusively honor the "Davids" of creativity, the finest small firms, agencies and companies in the world. David defeated the giant Goliath with a big idea and a little rock - the sort of thing small firms do each year. The annual International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than big budgets. The Davey Awards is the leading awards

competition specifically for smaller firms, where firms compete with their peers to win the recognition they deserve. Please visit www.daveyawards.com for more information. The Davey Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. Please visit www.iavisarts.org for a full member list and more information.

About Visual Purple

Visual Purple is an industry leader in advanced simulations and technologies throughout the [Virtual World](#), Embedded and Decision-Based training sectors. The Company's core technologies allow for the rapid development of training objectives within its simulations through a collection of 3D elements, videos, and other high-fidelity content. Visual Purple training solutions allow for the most complex training missions in a manner that is cost and time efficient for the organization and enjoyable and effective for the trainee. Training packages are designed to accelerate the ability of corporate and government employees to master complicated material and increase performance in making appropriate work-related decisions.

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