



Margulies & Associates Web Site Wins Awards

Web site recognized by NEDMA and Horizon for creative excellence in web design



BOSTON, Mass. – May 22, 2006 – Margulies & Associates, one of Boston’s most innovative architectural and interior design firms, announced today that the firm’s web site received a gold medal at the 2006 New England Direct Marketing Association (NEDMA) Awards Banquet and silver at the 2006 Horizon Interactive Awards. Designed by Silverscape, a leading marketing strategy, technology and design firm, the Margulies & Associates web site can be viewed at www.margulies.com.

The Margulies web site won a gold medal in the interactive business-to-business category from NEDMA, a regional professional association dedicated to the education and professional development of individuals interested in direct marketing. Each year the NEDMA awards honor innovative direct marketing campaigns and creative pieces that produce dramatic results. With nearly 400 entries this year, the NEDMA Awards continue to be a highly competitive mark of distinction for the best in the industry.

The Horizon Interactive Awards (www.horizoninteractiveawards.com) is a prestigious international competition recognizing outstanding achievement among interactive media producers. Determined by a diverse panel of industry professionals, the winners of this year's Horizon Interactive Awards showcase the best web site design, CD-ROMS, DVDs, video, kiosks, video games and other interactive media.

"Our primary goal was to make our web site easy for clients and prospective clients to navigate to information relevant to them while showing the breadth and depth of our experience," said Marc Margulies, AIA, principal of Margulies & Associates. "We selected Silverscape because they understood that while we wanted it to look nice, the primary function is to meet business needs."

"Although well known throughout New England, Margulies & Associates lacked a sophisticated website in which to showcase their extensive portfolio of work," said Caitlin Jewell, principal and creative director at Silverscape. "We are seeing an increased recognition of the impact that a professional service firm's website can have on a firm's marketing and business development opportunities."

About Margulies & Associates

Now in its 18th year of operation, Margulies & Associates is a Boston design firm providing architecture and interior design services to the corporate, institutional, and real estate communities. The firm's corporate clients include Liberty Mutual, Partners Healthcare, Forrester Research, RSA Security, Akamai Technologies, and Blue Cross Blue Shield of Massachusetts. For more information, please visit www.margulies.com/.

Contact:

Susan Shelby
Rhino Public Relations
(978) 468-1528
susan@rhinopr.com

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