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**FOR IMMEDIATE RELEASE**

***The FACTORY INTERACTIVE TAKES  
TAKES HOME THE GOLD AT  
THE 2009 JOHN CAPLES INTERNATIONAL AWARDS***

**Miami, FL – March 17, 2009** – **The Factory Interactive**, Inc. ([www.thefactoryi.com](http://www.thefactoryi.com)), a Miami-based digital design and marketing agency, was awarded the Gold John Caples International Award in New York City, New York. The Factory Interactive was the ONLY US-based company awarded a Gold for its creative digital design and strategic marketing campaign for **Coverall Cleaning Concepts**; one of the world's largest commercial cleaning franchising companies. DMNews and their parent company, Haymarket Media, hosted the John Caples International Awards.

Germville, "A Sick Place To Live," was developed as a fictitious town in which a series of colorful characters live, created as a fun and alternative way to inform and educate the audience on the dangers and effects of bacteria and today's most advanced and progressive methodologies to fight the "unseen." Designed as an interactive "Edutainment" (Education & Entertainment) experience where visitors can get to know the locals, the agency's creative brief was to raise awareness about the different kinds of harmful bacteria that nest in every office, leading to information on Coverall's exclusive Health-Based Cleaning System as a way to effectively combat germs.

"Coverall looked to us (TFI) to develop an interactive, dynamic, engaging and user experience that differentiated them from their competition. Germville.com helped Coverall Cleaning Concepts creatively overcome the stigmas that come with being a commercial cleaning company" said Jason Inasi, CEO and Creative Director at The Factory Interactive.

"The micro-site was supported by a multi-touch direct mail campaign that directed the users to the website to experience Germville for themselves. The "Coverall House" and "Germville Drive-in" creatively informs the viewer about Coverall's unique and "out of the box" cleaning methods and

explains the benefits of Health Based cleaning through edu-tainment . The response rate from the direct mail piece was over 12% far exceeding the average response rate of 2.61%.\*

In addition to the out of the box creative solutions The Factory Interactive has spent the better part of the last 5 years developing a revolutionary search-based, digital marketing strategy designed specifically to leverage the power of online search results called **SEOtrack™** ([www.seotrackonline.com](http://www.seotrackonline.com)). SEOtrack has been designed to diagnose, prescribe and treat online marketing initiatives with a systematic, quantifiable, results driven program that maximizes resources and budget. SEOtrack combines the immediate benefits of a managed keyword media buy with long-term search engine optimization efforts to effortlessly push online properties to the front of the pack.

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**About The Factory Interactive, Inc.:**

The Factory Interactive, Inc. is an award winning Digital Design & Marketing Agency specializing in the conceptualization and development of cross media marketing and technology solutions including web, broadband, mobile, DVD/CD ROM, broadcast and print. Founded in 1998, The Factory Interactive, Inc. has provided these sophisticated Digital Business Solutions to a wide variety of corporate clients such as AOL Latin America, Bellsouth, Bmobile, Cable & Wireless, Carnival Cruise Lines, Coverall USA, MasterCard, The Heat Group, and TSTT. For more information visit: <http://www.thefactoryi.com>. and [SEOtrackonline.com](http://www.seotrackonline.com)

\* Direct Marketing Association