

YUDU Media Scoops Hat-Trick of Industry Awards at the Revolution Awards 2008 and BIBAs

Submitted by: Carrot Communications

Wednesday, 12 March 2008

12 March 2008 – YUDU Media, the UK's leading provider of online publications, won three prestigious industry accolades on Friday night, one at the Revolution Awards 2008, that recognise the best in digital marketing, and two at the North-West's 'Be Inspired Business Awards' (BIBAs).

YUDU Media gives companies the chance to capitalise on the move towards online content delivery with digital publications. These digital editions look like a page-turning printed publication but are published online and include all the benefits of a website including; live links, multimedia and statistical analysis.

YUDU Media won the 'Supplier of the Year' Gold Award at the coveted Revolution Awards 2008 in London, which is given to the technology provider with the most success in helping clients meet their marketing objectives through digital channels. The awards take into account the extent that projects and campaigns have met clients' and advertisers' objectives as well as their innovation and creativity.

On the same night YUDU Media won in the 'Business Innovation' category and 'Most Promising Business of the Year' category at the BIBA Awards, dubbed the 'Business Oscars' for the North-West. The awards recognise exceptional talent from Lancashire's top performing companies.

The BIBA for 'Business Innovation' recognises businesses that have created the most effective ideas and have met organisational and market needs through innovative products and services.

The 'Most Promising Business of the Year' is given to the company that best demonstrates outstanding performance, significant growth and innovation in its market sector.

Industry recognition of YUDU Media's strong position in the digital market has continued to grow in the last few months: YUDU Media's online, on-demand publishing application was also nominated at the Fresh:digital awards in the 'Freshest Digital Innovation' category.

YUDU Media offers online publishing solutions to companies in 27 countries around the world. They are currently creating around 350 digital brochures, digital magazines and other digital publications per week. YUDU Publishing Pro can help businesses and individuals create the most advanced, professional digital publications on the market.

YUDU Media also offers a free entry-level digital publishing product via their online, on-demand application. YUDU Media's aim is to create and deliver technology which offers publishers full control over their publishing process, and software to help strengthen their online strategy.

Richard Stephenson, CEO, YUDU Media: "These awards reflect YUDU Media's commitment to our partners and clients and the importance we place in the services we deliver. It is nice to be formally recognised for the hard work that everyone at YUDU Media has put in to developing our technology and delivering it to our customers."

The winners of the Revolution Awards were announced on Friday 7 March 2008 at a dinner and presentation evening, held at the Grosvenor House Hotel in the City of London.

For further information about YUDU Media please go to www.yudu.com.

About YUDU Media

YUDU Media is a privately held company with offices in London, Boston and Clitheroe, Lancs. YUDU Media is dedicated to bringing innovative solutions to the media industry and helping companies capitalise on the move towards online content delivery. YUDU Publishing offers the next generation of digital edition technology, available through a simple online, on-demand, digital publishing application. YUDU Mailing offers digital edition distribution and in-depth statistical analysis on specific user behavior.

For further information please visit www.yudu.com

The Revolution Awards Supplier of the Year Gold Award 2008

Be Inspired Business Awards (BIBAs) Business Innovation and Most Promising Business of the Year 2008

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