

CBS Interactive Wins Two Digital Publishing Awards 2009 from The Association of Online Publishers

Submitted by: CBS Interactive

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BNET UK Wins Best Launch; CNET UK Recognised for Best Use of Video for Car Tech

LONDON, June 8 – CBS Interactive triumphed at the Association of Online Publishers Digital Publishing Awards 2009, winning two awards. BNET UK (<http://www.bnet.co.uk>), a website that provides information and tools to help business managers succeed at work, and CNET UK (<http://www.cnet.co.uk>), where people go to discover the latest in consumer technology, were among the winners announced at a gala event on June 2 at Old Billingsgate, London. BNET UK won Launch of the Year, while CNET UK took the award for the Best Use of Video for Car Tech.

CBS Interactive launched BNET UK in April 2008 as the first comprehensive, free destination where UK managers and executives can find a wealth of practical information, insight, advice and resources. Barely a year after the site's launch, BNET has been recognised by the AOP for the best launch of 2008, and was singled out for its fresh, timely approach to business. The site was selected as the winner in its category against shortlist entrants including WSJ.com in Europe, the Guardian and News International.

Judges called the BNET UK site, "An innovative and unique new launch with proven commercial viability, which lifts digital publishing standards to a new level. Audience growth within the judging period was phenomenal."

CNET UK also walked away with the top award for Use of Video for its Car Tech series. Car Tech takes a unique approach – its video reviews look at cars as the ultimate gadget, and give the lowdown on how car tech will make a difference to people's lives. The judges said: "A combination of high production values, enthusiasm and expertise worked seamlessly together, using video to really bring out the personality of the site's writers. Original, fun and high-quality content, Car Tech is relevant to its audience, with a clear commercial underpinning."

Now in their eighth year, the AOP Digital Publishing Awards celebrate excellence in digital media and showcase the best of the online publishing industry as part of their awards programme. A complete list of the winners can be found on the AOP website (<http://www.ukaop.org.uk/news/aopawardwinnersfullist20091261.html>).

About BNET UK

BNET UK (www.bnet.co.uk), a property of CBS Interactive, provides managers with practical, trusted resources for the business challenges they face every day, and effective techniques for moving their companies and their careers forward. A top 10 business site, BNET offers award-winning original content, as well as one of the largest business libraries available on the Web.

About CNET UK

Each month, CNET UK (www.cnet.co.uk), a property of CBS Interactive, offers help and advice to millions of people who are passionate about technology and enables them to explore, discuss and use consumer electronics to enhance their digital lives. By engaging with authoritative product reviews, entertaining podcasts, blogs, videos and software downloads, our users discover and share opinions about the

technology they use every day. CNET UK is the market leader in its field with over 2.5m unique users.

About CBS Interactive Limited

CBS Interactive Limited, a division of CBS Corporation, is the UK's largest online-only publisher of premium content. Our portfolio of leading brands - which include CNET UK, GameSpot UK, TV.com, BNET UK, silicon.com and ZDNet UK - span popular categories like technology, entertainment, and business. With more than 9.7m people visiting its UK properties each month, CBS Interactive is a UK top 15 web property.

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