

Web Marketing Association Names Punchkick Interactive's Ryan Unger to the 2007 WebAward Judging Panel

Ryan Unger, Partner and Creative Director of Punchkick Interactive Inc., selected to judging panel for the 11th annual international WebAward competition.

Cleveland, OH (FPRC) June 2, 2007 -- The Web Marketing Association is pleased to announce that Punchkick Interactive co-founder Ryan Unger has been selected as a judge of the 11th annual international WebAward competition for Web site development.

The WebAwards is the standards-defining internet awards competition that sets industry benchmarks based on the seven criteria of a successful Web site. It recognizes the individual and team achievements of Web professionals who create and maintain outstanding Web sites.

"Unlike other awards, the WebAwards is not a beauty pageant where only the design and name recognition is important," said William Rice, president of the Web Marketing Association. "For the past decade, the WebAwards has used a quantitative judging formula based on seven criteria to evaluate, benchmark and set industry standards for Web site development. Unger will play a critical role in setting the standard for Internet excellence by applying his expertise to each site he adjudicates."

"I am privileged to have been selected as a respected member of the WebAwards panel of judges," said Punchkick Interactive's Unger. "It is an honor to judge domestic and international sites the meet the Web Marketing Association's standards of high quality and excellence."

Ryan Unger is the co-founder and creative director for mobile marketing firm Punchkick Interactive. He has over five years of experience with Flash software and is an Adobe Certified Flash Lite 1.1 developer, Adobe Certified Flash 8 designer, and Qualcomm BREW authorized developer. Ryan has authored articles on Adobe.com and has received a number of design and marketing awards from organizations including the American Advertising Federation, the Public Relations Society of America, the Web Marketing Association, and the West Virginia Flash Animation Festival. Additionally, he will serve as a judge for the 2007 Web Marketing Association's WebAward competition. Ryan is heavily involved in the Flash Lite community, both in Flash Lite-focused Web forums and his company's mobile marketing blog, <http://www.punchkickinteractive.com/blog/>.

The 2007 WebAward judges consist of a select group of Internet professionals who have direct experience designing and managing Web sites - including members of the media, interactive creative directors, corporate marketing managers, site designers, content providers and webmasters - with an in-depth understanding of the current state-of-the-art in Web site development and technology. Judging for this year's website awards will take place in July and August, with winners announced in September.

About Punchkick Interactive

Punchkick Interactive™ is a full service mobile marketing firm that develops Flash Lite enabled games and screensavers, custom mobile applications, text-message campaigns, mobile media distribution systems, branded mobile software and mobile Web sites. For more information visit <http://www.punchkickinteractive.com> or call (800) 549-4104.

About the WebAwards

The 11th annual international WebAwards competition sets the standard of excellence in 96 industry categories by evaluating Web sites and defining benchmarks based on the seven essential criteria of successful Web site development. The goal of the Web Marketing Association, sponsor of the WebAwards, is to provide a forum to recognize the people and organizations responsible for developing some of the most effective Web sites on the Internet today. Entrants benefit from a Web site assessment by a professional judging panel and the marketing opportunities presented to an award-winning Web site. For more information or to enter, visit www.07webaward.org.

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Keywords

[mobile marketing](#)

[Flash Lite](#)

[Ryan Unger](#)

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