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Fi IS .NET MAGAZINE'S "DESIGN AGENCY OF THE YEAR"

Global interactive firm wins prestigious award.

NEW YORK AND STOCKHOLM, SWEDEN — December 10, 2008 — .net magazine has awarded Fi the title of "Design Agency of the Year" for 2009. The criteria for .net magazine's annual award showcase begins with online voting by the masses to generate a short list, which is then submitted to a prestigious panel of industry judges to select the winner.

"Working with high-quality brands has always been extremely important to Fi, and being awarded for our hard work and passion for interactive design by .net magazine and our peers is amazing for both the team, and our clients" says David Hugh Martin, founder and CEO of Fi.

2008 has been an extraordinary year for Fi. In addition to launching numerous award-winning projects for illustrious clients, including Porsche, Electronic Arts, Nintendo, SAS and MTG; Fi has expanded with the formation of sister company Kontain LLC, which launched the premier online media blogging destination, Kontain.com, in November.

