



For Immediate Release

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TAILOR STORE RECEIVED "OFFICIAL HONOREE" DISTINCTION
FOR THE 12TH ANNUAL WEBBY AWARDS

Tailor Store Recognized by "Oscars of the Internet"

Helsingborg, April 15th 2008 – The Webby Awards, the leading international honor for the Web, today recognized Tailor Store as an Official Honoree, a distinction that recognizes work exhibiting remarkable achievement. The web site is developed and produced internally by Mats Ola Ström, Magnus Loodberg, Denis Schlesinger, Louise Ljungberg and Jan Højman.

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. The awards are judged by the International Academy of Digital Arts & Sciences, a global organization that includes David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Jamie Oliver, Internet inventor Vinton Cerf, and RealNetworks CEO Rob Glaser.

"The Webby Awards honors the outstanding work that is setting the standards for the Internet," said David-Michel Davies, executive director of The Webby Awards. "Tailor Store's Official Honoree selection is a testament to the skill, ingenuity, and vision of its creators."

"Our target is to be the no. 1 destination in the quickly growing on-line shopping of made-to-measure wear. The Webby Awards Honoree distinction confirms that we are well on the way. We are very proud!", says Jan Højman, CEO Tailor Store Sweden.

The 12th Annual Webby Awards received nearly 10,000 entries from over 60 countries and all 50 states. Out of more than the 10,000 entries submitted, fewer than 15% received this honor and were deemed an Official Honoree.

About Tailor Store:

Tailor Store is marketing made-to-measure shirts online www.tailorstore.com . The company, founded in 2004, today serves customers in more than 35 countries and has an annual growth rate of more than 100%. HQ and distribution center is located in Helsingborg, Sweden.

About The Webby Awards:

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. Established in 1996, the 12th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Adobe; The Creative Group; Verizon; AOL Video; dotMobi; Level3; Adweek; Fortune; Reuters; Variety; Wired; IDG; Brightcove; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of the Moving Image.

About the International Academy of Digital Arts and Sciences (IADAS):

The International Academy of Digital Arts and Sciences is dedicated to the creative, technical, and professional progress of the Internet and interactive media. The Academy is an intellectually diverse organization that includes over 500 members consisting of leading experts in a diverse range of fields, such as musician David Bowie, Internet inventor Vinton Cerf, Naked Chef Jamie Oliver, fashion designer Max Azria, "Simpsons" creator Matt Groening and Real Networks CEO Rob Glaser. The Webby Awards and The International Academy of Digital Arts and Sciences are registered trademarks of International Data Group. For more information, visit www.iadas.net.

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