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Gaia Herbs Website Redesign Honored by the 15th Annual Webby Awards

April 28, 2011 Brevard, NC— The relaunch of organic grower and producer of herbal medicine Gaia Herbs (www.gaiaherbs.com) was honored by the 15th annual Webby Awards as an Official Honoree in the Pharmaceutical category. The Webby Awards, presented by the International Academy of Digital Arts and Sciences, are the international award honoring excellence in design and content on the Internet, and hailed by *The New York Times* as “the Internet’s highest honor.”

The website, envisioned and developed by the strategic marketing firm, Pure Branding, gave voice to Gaia Herbs’ belief system with a passion that has resonated with consumers and retailers alike, and marked the launch of the first traceability program in the dietary supplement industry, Meet Your Herbs™. Revealing nearly every aspect of the growing, sourcing, testing, and processing of herbal ingredients, the Meet Your Herbs platform makes Gaia Herbs’ chain of custody transparent and open. By entering the Meet Your Herbs ID number from any Gaia Herbs product at the new GaiaHerbs.com or on the new mobile app, consumers can see proof of careful cultivation, meticulous harvesting, the right extraction methods, and state-of-the-art validation and purity data for each herb inside their product.

“Pure Branding established a total restage in our brand communication, showing us that revealing openly what we do every day is the greatest expression of our commitment to health and vitality,” said Ann Buchman, VP of Marketing at Gaia Herbs. “In addition to the transparency benefits of Meet Your Herbs, the website redesign connects site visitors to our organic farm, our processes, our products, and our experts in a way that meets their need for authentic herbal knowledge.”

“We are humbled and honored by this prestigious award,” said Yadim Medore, Principal and Creative Director of Pure Branding, “and to be recognized alongside the world’s largest agencies puts this work amongst remarkable company.”

Winners are chosen by the International Academy of Digital Arts and Sciences, a global organization whose members include director filmmaker Darren Aronofsky, Martha Stewart, Huffington Post Media Group President Arianna Huffington, Twitter co-founder Biz Stone, David Bowie, Internet co-creator Vint Cerf, Virgin Group Chairman Richard Branson, and R/GA Chairman and CEO Robert Greenberg. Sites are selected for recognition based on excellence in the following (but not exclusive) criteria: content, structure and navigation, visual design, functionality, interactivity, and overall experience.

The Webby is the leading international award given annually to honor the top websites, interactive advertising, online digital media, and applications. Receiving over 10,000 entries from every state and 60



countries worldwide, the Webby Awards were established by the International Academy of Digital Arts and Sciences in 1996.

About Gaia Herbs, Inc.:

Gaia Herbs is a certified organic, vertically integrated grower and manufacturer of premium quality botanical wellness solutions. The company, based in western North Carolina, cultivates 250 acres of medicinal herbs that, along with all operations at its 45,000-square-foot manufacturing facility, are certified organic each year by Oregon Tilth. Gaia Herbs' extensive line of all-natural herbal products can be found in national and regional natural products retailers, independent health food stores, and in the offices of naturopathic doctors, herbalists, and other health professionals nationwide. For more information, visit www.gaiaherbs.com.

About Pure Branding, Inc.:

Pure Branding is a leading consultancy dedicated to building natural brands. Global clients include Gaia Herbs, Traditional Medicinals, Aura Cacia, Organic India, Vitamin Angels, and Dr. Hauschka Skin Care. For more information, call 413-548-9900 or visit www.purebranding.com.

About the Webby Awards:

The Webby Awards (www.webbyawards.com) are the leading international award honoring excellence on the Internet. Established in 1996 during the Web's infancy, the Webbys are presented by the International Academy of Digital Arts and Sciences, which includes an executive 750-member body of leading Web experts, business figures, luminaries, visionaries and creative celebrities, and associate members who are former Webby Award winners and nominees and other Internet professionals. The Academy is an intellectually diverse organization whose membership includes musicians Beck and David Bowie, Internet co-creator Vint Cerf, political columnist Arianna Huffington, Real Networks CEO Rob Glaser, *The Simpsons* creator Matt Groening, R/GA founder and Chairman Robert Greenberg, Virgin Atlantic Chairman and founder Richard Branson, and The Weinstein Company co-founder Harvey Weinstein. Members also include writers and editors from publications such as *The New York Times*, *Wired*, *Details*, *Fast Company*, *Elle*, *Los Angeles Times*, *Vibe*, and *WallPaper*.

About the International Academy of Digital Arts and Sciences:

The International Academy of Digital Arts and Sciences (www.iadas.net) was founded in 1998 to help drive the creative, technical, and professional progress of the Internet and evolving forms of interactive media. The Academy is an international and intellectually diverse organization that includes over 750 members consisting of leading experts in a diverse range of fields, such as music, Internet, fashion, animation, and technology. The Academy selects the nominees and winners for the Webby Awards, the leading honor for websites and individual achievement in technology and creativity. Presented by the Academy, the Webbys recognize excellence in interactive creativity, establishing best practices on a yearly basis, and thus pushing the standards of Web development continually higher.

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