



## NEWS RELEASE

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### CONOVER TUTTLE PACE WINS MITX INTERACTIVE AWARD FOR MICROSOFT WEBSITE DESIGN

**BOSTON** (November 18, 2009) – Boston-based [Conover Tuttle Pace](http://www.conover-tuttle-pace.com) (CTP) edged out some of the best-known interactive agencies to win “Best Technology Website” at Tuesday night’s 14<sup>th</sup> Annual MITX Interactive Awards.

CTP earned the award for its design and development of Microsoft New England Research and Development Center’s website ([www.microsoftcambridge.com](http://www.microsoftcambridge.com)), beating finalists Genuine Interactive, Jack Morton Worldwide, iMarc LLC, PJA Advertising and Marketing, and Small Army. The website is part of a comprehensive, integrated marketing and communications program, including the use of out-of-home and interactive media, that CTP developed and manages for Microsoft.

“Not only is it incredibly rewarding to win such a prestigious award and to be recognized by your peers, but we’re extremely proud to share it with a great client,” said Michael McCrary, Interactive Director at CTP. “Working on a project like this is rewarding in itself because a company like Microsoft understands how a great site can reach its target audiences. We worked closely with Microsoft to deliver a site that leveraged our brand campaign and that helps to communicate the personality of the people and teams at the campus.”

“The MITX Awards celebrates creativity, technology innovation and great business solutions. This year’s winners show how it all comes together through innovative web applications and marketing strategies that move brands and build businesses across every industry,” said Kiki Mills, president of MITX.

The Massachusetts Innovation & Technology Exchange (MITX) is the region’s premier professional organization for the Internet business & marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. MITX is headquartered in Cambridge, MA. More than 100 industry professionals representing various disciplines, including creative directors, designers, technologists, online media representatives, investors and business professionals, judged the entries.

#### **About Conover Tuttle Pace**

Conover Tuttle Pace ([ctpboston.com](http://ctpboston.com), on Twitter at [twitter.com/ctpboston](https://twitter.com/ctpboston)) is a full-service marketing agency based in Boston’s North End. Staffed by agency veterans with global brand experience, CTP delivers integrated campaigns that weave together advertising, public relations, interactive and grassroots marketing. The agency’s diverse client roster includes the Boston Red Sox, New Balance, Microsoft, Breeders’ Cup, MedExpress, Red Bend Software and Eastern Bank. CTP was ranked by the *Boston Business Journal* in 2009 as one of Boston’s Top 20 Agencies.

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