

NetGuide

MEDIA RELEASE

(EMBARGOED UNTIL 8:30PM May 10th, 2007)

New Zealand's Top Web sites Named in 2007 People's Choice NetGuide Web Awards

Online community site SmileCity has been named Site of the Year in the 2007 People's Choice NetGuide Web Awards.

"SmileCity is a great example of a community site," said NetGuide Editor Jorin Sievers. "By encouraging user feedback and participation and providing users with the chance to earn online reward points and complete online surveys it enhances the community feel of the site."

Repeating its success of last year, Trade Me dominated the awards, winning three categories: Best Trading Site, Best Real Estate Site (Trade Me Property) and Best Motoring Site (Trade Me Motors).

Other notable winners were Stuff (Best Media Site, Best Home Page), Gameplanet (Best Games-Related Site, Best Online Shopping Site) and NZ Dating (Favourite Social Networking Site, Best Lifestyle Site).

There was a rare dead heat in the Best Financial Services category, with the honours being shared by ASB Bank and Sorted.

The top New Zealand web sites in 25 categories were decided by tens of thousands of votes cast by *NetGuide* readers and website users who voted online at www.netguide.co.nz.

The awards were presented at an Auckland function attended by New Zealand's internet industry leaders. The guest speaker on the evening was Scott Bartlett, General Manager of Orcon internet limited.

This was the second year that the awards were decided entirely by public vote, and this year's awards featured seven new categories: Best Employment Site, New Zealand's Favourite Search Engine, Favourite Social Networking Site, Best Real Estate Site, Best Web Ad Campaign, Best Motoring Site and Best Regional ISP.

"These new categories acknowledge the fast-changing nature of the Web, for instance, the growth of social networking sites," said *NetGuide* Editor Jorin Sievers.

"The awards are also a useful source of feedback from the New Zealand public. Web site creators can determine whether their efforts are being appreciated, which allows them to more effectively target the needs of New Zealand users."

It's the ninth year that New Zealand's most respected Internet awards have been run, and next year's 10th anniversary promises to be an even bigger occasion.

The full list of winners and finalists appears on the next page.

For interview opportunities, please contact NetGuide Editor Jorin Sievers on (09) 3669982 or 027 647 0387 or by emailing jsievers@acpmagazines.co.nz

2007 People's Choice NetGuide Web Awards Winners

SITE OF THE YEAR

Winner: SmileCity: www.smilecity.co.nz

FINALISTS:

Trade Me: www.trademe.co.nz

NZ Dating: www.nzdating.com

BEST FINANCIAL SERVICES

Joint Winners:

ASB Bank: www.asb.co.nz

Sorted: www.sorted.org.nz

FINALIST:

RaboPlus: www.raboplus.co.nz

BEST TRADING SITE

Winner: Trade Me: www.trademe.co.nz

FINALISTS:

Zillion: www.zillion.co.nz

Sellme free: www.sellmefree.co.nz

BEST EMPLOYMENT SITE

Winner: Seek: www.seek.co.nz

FINALISTS:

Trademe: www.trademe.co.nz

Search4jobs: jobs.search4.co.nz

BEST HIGH-SPEED INTERNET SITE

Winner: TVNZ: www.tvnz.co.nz

FINALISTS:

Vorb: www.vorb.org.nz

TV3: www.tv3.co.nz

BEST NEW SITE, RELAUNCH, INNOVATION

Winner: New Zealand Herald: www.nzherald.co.nz

FINALISTS:

Stuff: www.stuff.co.nz

Air New Zealand: www.arinewzealand.co.nz

BEST ONLINE SHOPPING SITE

Winner: Gameplanet Store: www.gpstore.co.nz

FINALISTS:

Ferrit: www.ferrit.co.nz

Ascent: www.ascent.co.nz

NZ'S FAVOURITE SEARCH ENGINE

Winner: Google: www.google.co.nz

FINALISTS:

Yahoo: www.yahoo.co.nz

NZSearch: www.nzsearch.co.nz

BEST SPORTS AND RECREATION SITE

Winner: Vorb: www.vorb.org.nz

FINALISTS:

Allblacks.com: www.allblacks.com

Kiwi Biker: www.kiwibiker.co.nz

NZ'S FAVOURITE SOCIAL NETWORKING SITE

Winner: NZ Dating: www.nzdating.com

FINALISTS:

MySpace: www.myspace.com

Bebo: www.bebo.com

BEST REAL ESTATE SITE

Winner: Trade Me Property: www.trademe.co.nz/Trade-me-property/index.htm

FINALISTS:

Realestate.co.nz: www.realestate.co.nz

Open2view: www.open2view.com

BEST PARENTING SITE

Winner: Huggies: www.huggiesnz.co.nz

FINALISTS:

Treasures: www.treasures.co.nz

Kidspot: www.kidspot.co.nz

BEST TRAVEL SITE

Winner: House of Travel: www.houseoftravel.co.nz

FINALISTS:

Air New Zealand: www.airnewzealand.co.nz

AA Travel: www.aatravel.co.nz

BEST YOUTH SITE

Winner: Radiochick: www.radiochick.co.nz

FINALISTS:

Gameplanet: www.gameplanet.co.nz

247 Girl: www.247girl.co.nz

BEST WEB AD CAMPAIGN

Winner: Air New Zealand/MTV "Pimp My Plane":

<http://erequest.airnz.co.nz/nz/promotions/mtv>

FINALISTS:

Air New Zealand Grabseat: <http://flightbookings.airnewzealand.co.nz/vgrabview>

42 Below: www.42below.co.nz

BEST MEDIA SITE

Winner: Stuff: www.stuff.co.nz

FINALISTS:

NZ Herald: www.nzherald.co.nz

TVNZ: www.tvnz.co.nz

BEST GOVERNMENT OR COMMUNITY SITE

Winner: Donate NZ: www.donatenz.co.nz

FINALISTS:

IRD: www.ird.govt.nz

Auckland City: www.aucklandcity.govt.nz

BEST MOTORING SITE

Winner: Trade Me Motors: www.trademe.co.nz/Trade-me-motors/index.htm

FINALISTS:

AA: www.aa.co.nz

Kiwi Biker: www.kiwibiker.co.nz

BEST ENTERTAINMENT SITE

Winner: Biggie: www.biggie.co.nz

FINALISTS:

Stuff: www.stuff.co.nz/entertainment.html

Radiochick: www.radiochick.co.nz

BEST GAMES-RELATED SITE

Winner: Gameplanet: www.gameplanet.co.nz

FINALISTS:

NZGamer.com: www.nzgamer.com

ICONZ Arena: www.iconzarena.co.nz

BEST HOME PAGE

Winner: Stuff: www.stuff.co.nz

FINALISTS:

NZ City: <http://home.nzcity.co.nz>

Google: www.google.co.nz

BEST BLOG

Winner: Public Address: www.publicaddress.net

FINALISTS:

Kiwiblog: www.kiwiblog.co.nz

Radiochick: www.radiochick.co.nz

BEST ISP – Nationwide

Winner: Slingshot: www.slingshot.co.nz

FINALISTS:

Ihug: www.ihug.co.nz

Orcon: www.orcon.net.nz

BEST ISP – Regional

Winner: Airnet: www.airnet.net.nz

FINALISTS:

Tasman Solutions: www.tasman.net

iGrin: www.igrin.co.nz

BEST LIFESTYLE SITE

Winner: NZ Dating: www.nzdating.co.nz

FINALISTS:

Taste: www.taste.co.nz

SmileCity: www.smilecity.co.nz

Sample comments from voters on the winners are available on request.

About NetGuide

NetGuide is New Zealand's biggest-selling technology magazine with a companion website www.netguide.co.nz that contains a wealth of information about the internet and technology. It's a user-friendly guide to today's fast-changing technology world, and aims to simplify and demystify the world of technology into bite-sized, fun and easy-to-read chunks of news, tips, advice and entertainment.

The magazine annually holds the Internet industry's premier event, the *NetGuide* Web Awards and holds an annual Web site contest for schools and students in conjunction with the Ministry of Education.

ACP Media

ACP Media is New Zealand's leading magazine publisher. The company's ACP Magazines division publishes some of the country's most popular magazines, including *Woman's Day*, *The Australian Women's Weekly* and *Next*, newer titles *Taste* and *FQMen*, and iconic titles such as *Metro* and *North & South*. ACP Media's Trader Group includes *Auto Trader*, *Deals On Wheels*, *Motorcycle Trader & News*, *Trade-A-Boat* and *Buy Sell & Exchange*. ACP Media's Property Magazines division publishes a range of real estate advertising titles including *Property Press* and *Real Estate* magazines. ACP Media operates a national distribution network through its division Netlink Distribution Company, which distributes publications to retailers across the country. ACP Digital includes a number of websites including taste.co.nz, netguide.co.nz, magshop.co.nz, sellmefree.co.nz, autotrader.co.nz and runwayreporter.co.nz. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of PBL Media Limited. www.acpmedia.co.nz