



GARIA WINS PRESTIGIOUS WEBSITE AWARD

Garia's new campaign website, www.garia.com, has been awarded with the prestigious FWA Award.

The FWA - Favourite Website Award - is widely recognised as the number 1 achievement for innovative web design. FWA is the most visited website award program in the history of the internet with an estimated 10 million visits per year.

The FWA showcases one winner every day. Garia officially received the FWA Site of the Day Award on January 10th 2010 and will be showcased on www.thefwa.com.

Using a well established criteria and evaluation procedure, the FWA selects 'future thinking, progressively designed sites who use cutting edge technology, together with inspirational ideas that lead the way for future generations' (www.thefwa.com).

The criteria include design, navigation, graphics, content and personality.

Garia.com uses full-screen video to showcase key features on The Garia, and in the exclusive Design Center visitors can personalize their Garia by choosing their favorite color, stripe detailing and roof and wheel color.

"In terms of design, quality and luxury The Garia Golf Car is innovative and unique. We wanted to create a website that reflects this and gives the visitor the best possible virtual experience of The Garia. We are very proud of the result, and the FWA Award proves that we have succeeded 110% in our efforts", says Jesper Løvendahl, VP Sales & Marketing at Garia A/S.

Garia.com has been developed in cooperation with VerticPortals, an innovative digital advertising company based in Copenhagen, New York and Bangkok. VerticPortals is known for their ability to unite state of the art design, user-friendly functionalities and intelligent lead generation to accomplish their mission of moving the boundaries of their clients' use of the internet.

"Garia.com was a very exciting case for us. Garia is a new brand in need of a strong online identity able to match the quality and beauty of the product. Because most people will see The Garia for the first time on the web, we wanted the content to be perfect for showing The Garia Golf Car in action and in the right atmosphere. I believe the success of this site is a result of great craftsmanship and relentless attention to detail from all the team members," says Laurence Lipworth, EVP at VerticPortals Inc.

See the new Garia website at www.garia.com

About FWA

Based in England, the FWA was established in 2000 to recognize the latest and best cutting-edge website designs. FWA is an industry recognized award and inspirational program and is one of the world's leading website recognitions.

FWA was named the number 1 web award by the Chicago Tribune in the first World Wide Web Awards Award in 2007.

For more information about FWA, please visit www.thefwa.com

Contact:

Garia A/S: Communication and PR Coordinator, Kristina Rohde, kro@garia.com

VerticPortals: EVP, Laurence Lipworth, llipworth@verticportals.com