

**FreeScore.com Wins
“Best Financial Online Advertising Campaign”
at Web Marketing Awards**

Norwalk, CT. – June 16, 2010

The Web Marketing Association presented FreeScore.com a 2010 Internet Advertising Competition (IAC) award for outstanding achievement in Internet advertising in May. The award was for the [Best Financial Services Online Campaign](#).

According to Jeff Paradise, Senior Vice President at FreeScore.com, “We are honored to accept this award from the Web Marketing Association. It is really the outstanding creative team at FreeScore.com that made this a possibility. This campaign was instrumental in driving sales and establishing the FreeScore.com brand in a very short period of time.”

The Web Marketing Association’s judging criteria for the 2010 IAC Awards included:

**Creativity
Innovation
Impact
Design
Copywriting
Use of the medium**

Judges were experienced professionals with an in-depth understanding of the current state-of-the-art in advertising design and technology and the objectivity to score entries according to a predefined set of criteria.

The 2010 judges represent some of the best the Internet advertising community has to offer, including: Arc Worldwide, BGT Partners, Brunner Digital, Campbell-Ewald, CNN News Group, Deep Interactive Asia, Digtas, EuroRSCG 4D, Google, IBM Interactive, imc2, JWT, LeapFrog Interactive, Mass Transmit, McCann Worldgroup, Razorfish, Starwood Hotels & Resorts, Tectis GmbH, TMP Worldwide, Universal McCann Interactive and Wunderman/Y&R.

The Web Marketing Association’s Internet Advertising Competition Awards are the first and only industry-based advertising award competition dedicated exclusively to online advertising. The Web Marketing Association is an organization working to create a high standard of excellence for Web site development and marketing on the Internet. Staffed by volunteers, it is made up of Internet marketing, advertising, PR and design professionals who share an interest in improving the quality of advertising, marketing and promotion used to attract visitors to Web sites. In addition to the IAC Awards, the Web Marketing Association’s annual WebAward Competition has been helping interactive professionals promote themselves, their companies, and their best work to the outside world.



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Media Contact:

Rob Wyse
rob@mediafirstpr.com
212.920.1470

About FreeScore.com

FreeScore LLC is a leading provider of online information management services that help consumers take charge of their own finances to reach their financial goals and achieve safety and security in their personal lives.

FreeScore.com is a leading online consumer information site, providing its members with affordable, unlimited access to all three of their credit scores and their complete credit profile. Launched in 2009 with an award-winning marketing campaign, more than 750,000 members have joined FreeScore.com to better understand their credit scores and reports. Members have unlimited access to their credit scores from all three bureaus, a complete credit profile, credit score simulator, and expert tips, articles, videos and other educational information about managing your own credit. For more information, go to <http://www.freescore.com>.

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