



CONTACTS:
Janet Prensky
Marissa Lewis
Aigner Associates
617/254-9500

FOR IMMEDIATE RELEASE/ January 18, 2008

iParty Television Commercial Honored with Four Davey Awards!

iParty and Sound and Vision Media Recognized for "Hilarious Halloween Commercial"

Dedham, MA - Sound and Vision Media in Revere, MA was recently awarded 4 Daveys for their work on a 30 second Halloween television commercial for iParty retail stores (www.funatiparty.com). The award winning spot was created to promote iParty's "Monster Halloween" Campaign for 2007. The 30 second commercial is a tip-of-the-hat to old black and white horror flicks. The spot can be seen at www.soundandvisionmedia.com

"We knew from the moment we saw the commercial that it was going to be great," said Denell Nuese, Director of Marketing for iParty. "Sound and Vision media had a limited budget and they ran with it. We are pleased that the Davey Awards recognized the creativity that went into this campaign. The uniqueness of the spot helped differentiate iParty in an extremely competitive retail landscape; in addition the uniqueness broke through ad clutter resulting in a lift in consumer awareness."

The Davey Awards adopt the "David vs. Goliath" mentality and honor the success of "the little guys" of interactive and traditional media in a market dominated by big name advertisers. The awards recognize greatness in small media firms without the benefit of enormous budgets but instead rely on creativity and big ideas.

The Davey Awards come in Gold and Silver, with a Best in Show chosen from the Golds in each category. The iParty commercial received a Gold Award for the "Use of Humor Category" while receiving three Silver Awards in the Retail, Copywriting, and Videography/Cinematography categories.

Headquartered in Boston, Massachusetts, iParty Corp., is a premier multi-channel party supply and party planning company that includes 50 iParty retail stores and www.iparty.com, an online destination. From over 20,000 party supplies and costumes to an online party magazine and party related content, iParty offers consumers a sophisticated yet fun and easy-to-use resource with a definitive assortment of products to customize any party, including birthday bashes, Easter get-togethers, graduation parties, summer barbecues, and, of course, Halloween. iParty offers reliable, time-tested knowledge of party-perfect trends, and superior customer service to ensure convenient and comprehensive merchandise selections for every occasion. Please visit our sites at www.iparty.com and www.funatiparty.com

###