



CONTACT: Norma I. Salcido
Director of Marketing & PR
press@guidance.com
310.754.4000

Guidance Wins Best in Class from Interactive Media Awards

Award Received in Retail Category for RobertGraham.us

MARINA DEL REY, Calif. (September 23, 2014) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, announced today that it has won the Best in Class award in the Retail category from the Interactive Media Awards (IMA). Guidance was recognized for the www.robertgraham.us eCommerce site for Robert Graham, the luxury men's and women's fashion brand.

The Interactive Media Awards recognize the highest standards of excellence in website design and development and honor individuals and organizations for their outstanding achievement. Sites are evaluated against various criteria including design, usability, innovation in technical features, standards compliance and content.

"This IMA Best in Class award recognizes the highest standards of excellence for a retail website," said Guidance CEO Jason Meugniot. "On average, our retail clients experience double-digit year-over-year online revenue growth, and we are honored that our dedication to improving conversions and capturing customer loyalty, has been recognized. We thank the Interactive Marketing Council and we hope to repeat next year."

Created by the Interactive Media Council, Inc. (IMC), a nonprofit organization of leading web designers, developers, programmers, advertisers and other web-related professionals, the Interactive Media Awards competition is designed to elevate the standards of excellence on the Internet.

The Best in Class award is the highest honor bestowed by the Interactive Media Council. To win this award, the site must excel in all areas of the judging criteria, and achieve a perfect, or near perfect, overall score. A Best in Class site represents the highest standards of professionalism, standards compliance, planning and execution.

About Guidance

Guidance designs, builds and hosts highly customized eCommerce solutions for today's leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance's expertise to facilitate more than \$3 billion in web, mobile and social eCommerce.

Brands such as The Coffee Bean & Tea Leaf, Foot Locker, Johnny Was, Relax the Back, TOMS Shoes and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

Learn more at <http://www.guidance.com>.

###