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Guidance Wins Third Award this Fall

W3 Awards Recognize Guidance for theGreatCourses.com eCommerce Website

MARINA DEL REY, Calif. (Dec. 2, 2014) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, announced today that it has won a 2014 W3 Award. Guidance was recognized for <http://www.thegreatcourses.com>, the retail eCommerce website created for The Teaching Company, parent company of The Great Courses, the leading global media brand for lifelong learning and personal enrichment.

The W3 Awards honors outstanding excellence on the web in the Websites, Web Marketing, Web Video, Mobile Sites/Apps & Social content categories.

“At Guidance, we are dedicated to delivering quality and game-changing retail websites for our clients. And, it is gratifying to know that the industry is taking notice,” said Jason Meugniot, CEO of Guidance.

The competition is judged by the Academy of Interactive and Visual Arts (AIVA), an assembly of leading professionals dedicated to recognizing the rapidly evolving nature of traditional and interactive media. A diverse group of 600+ members from all 50 states and 15 countries worldwide, the AIVA's mission is to honor, promote and encourage creativity by providing a benchmark standard of excellence for evaluating media design, production and distribution.

More than 4,000 entries are judged based on a standard of excellence as determined by the AIVA, according to the category entered. Websites are judged on creativity, usability, navigation, functionality, visual design, and ease of use.

This Fall, Guidance also won an Interactive Media Award for RobertGraham.us and a WebAward for SilverJeans.com. Both awards, in addition to the W3 award, recognize the best in design and development for Retail eCommerce websites.

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>.

About The Great Courses

The Great Courses is the nation's leading developer and marketer of premium-quality media for lifelong learning and personal enrichment. Delivered in engaging, expertly produced video and



audio (in convenient online, digital and disc formats), these carefully crafted courses provide access to a world of knowledge from the most accomplished professors and experts. The content-rich, proprietary library spans more than 500 titles with close to 7,000 hours and 13,000 lectures designed to expand horizons, deepen understanding and foster epiphanies in the arts, science, literature, self-improvement, history, music, philosophy, theology, economics, mathematics, business, professional advancement, personal growth and high school curriculum. Creating unique learning experiences since 1990, The Great Courses is the premier brand of The Teaching Company of Chantilly, Virginia, which is owned by Los Angeles-based Brentwood Associates. More information can be found at www.thegreatcourses.com.

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