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## **Guidance Wins Multiple WebAwards**

### **Awards Given for Four eCommerce and Catalog Websites**

**MARINA DEL REY, Calif. (October 28, 2012)** – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, announced today that it has won four WebAwards.

The WebAwards is the standards-defining competition that sets industry benchmarks for the best web sites based on the seven criteria of a successful website: Design, Content, Copywriting, Use of Technology, Innovation, Interactivity, and Ease of use.

Guidance was recognized for its work in the fashion, fine jewelry and professional services industries:

- Tacori.com: Best Catalog Website
- RobertGraham.us: Outstanding Website
- Shop The Floor: B2B Standard of Excellence
- Guidance.com: Professional Services Standard of Excellence

“We are honored to be recognized for our eCommerce and B2B websites, including our own company site,” said Guidance President & CEO Jason Meugniot. “These awards recognize our dedication to providing the best possible eCommerce and content websites that encourage loyalty and incite conversion. We thank the Web Marketing Association and we hope to repeat next year.”

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and development of the best websites on the World Wide Web.

#### 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 Bank of America, The Coffee Bean & Tea Leaf, Foot Locker, Honda, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

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