



Shmoop Named Official Honoree in 14th Annual Webby Awards

Company Earns Back-to-Back Recognition from Top Internet Awards Program

MOUNTAIN VIEW, Calif. (April 13, 2010) – Shmoop (www.shmoop.com), a publisher of digital resources that make learning fun and relevant for students, has been named an Official Honoree in the [14th Annual Webby Awards](#). Launched in 2008, Shmoop has been named an Official Honoree by the Webby Awards in both years since its launch.

Shmoop and PBS share the distinction of being the only education websites to be honored two years in a row by the Webby Awards. Websites are selected for recognition based on excellence in the following criteria: content, structure and navigation, visual design, functionality, interactivity, and overall experience.

The Webby Awards is the Internet's most respected symbol of success. This year the awards program received entries from all 50 states, and more than 60 countries around the world. Of the nearly 10,000 entries submitted to the 14th Annual Webby Awards, fewer than 15 percent were distinguished as an Official Honoree.

Winners are chosen by the [International Academy of Digital Arts & Sciences](#), a global organization whose members include David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Internet inventor Vinton Cerf, Twitter co-founder Biz Stone, Virgin Group Chairman Richard Branson, and R/GA Chairman and CEO Bob Greenberg.

To view a list of the 2010 Webby Official Honorees, visit www.webbyawards.com.

About Shmoop

Shmoop publishes digital resources that make learning fun and relevant for students. Shmoop content is written by master teachers and Ph.D. students from Stanford, Harvard, UC Berkeley, and other top universities. Shmoop Learning Guides and Teacher's Editions balance a fun, approachable style with academically rigorous materials to help students understand how subjects relate to their daily lives. Shmoop offers more than 1,900 titles across the Web, iPhone, Kindle, and Nook. The company was an Official Honoree in the 2009 Webby Awards and named "Best of the Internet" by PC Magazine. Launched in 2008, Shmoop is headquartered in a Labradoodle-patrolled office in Mountain View, Calif. For more information, visit www.shmoop.com.

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