



## OYA WINS PRESTIGIOUS ADDY FOR VIRTUAL PBX WEBSITE

**LOS GATOS, Calif. — March 16, 2009:** The Oya Group announces today that it is the recipient of a prestigious ADDY Award for the website developed for Virtual PBX ([www.virtualpbx.com](http://www.virtualpbx.com)), for the high-quality design, unique approach, and ease of use for this business-to-business website.

The ADDYS Awards are presented by the American Advertising Federation (AAF, at [www.aaf.com](http://www.aaf.com)), and are the world's toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, and, especially in the Silicon Valley, represent some of the best B2B advertising in the world.

The Oya Group was up against stiff competition in this category—business-to-business HTML websites—with other highly creative projects being judged against Oya's work. Oya took the highest honors presented in this category, again showing how creativity and flair in design are not only good business practices, but also recognized world-over as leading the web community into new, and more usable, territory.

The Virtual PBX website needed to show the leadership of this industry veteran. Having developed the first commercial virtual PBX and invented the term, "Virtual PBX," the company needed to upgrade and update its older website. The new site needed not only to tell the great story of the company, through its ease-of-use and clear navigation it needed to show that they knew how to use complex technology in a way that was intuitive, user-friendly, and understandable for laypeople.

The new site does this remarkably well. Overall, since the launch of the site, visits are up substantially. But, even more important, online sign-ups have increased 300%, even in these troubled economic times.

"Oya did an incredible job of guiding us through the design process to come up with a website that stands heads-and-shoulders above any of our competition," says Greg Brashier, VP of Marketing for Virtual PBX. "It is rare to find a firm like this that is so strong in both creativity and execution. The Oya team is simply outstanding."

"We are extremely proud of the work we have done for Virtual PBX, and the forward thinking of the client," says Karen Hebert, CEO of The Oya Group. "They allowed the creative and strategic freedom to really push our design process, and the result has thrilled everyone."



## About Virtual PBX

Virtual PBX believes you never get a second chance to make a good first impression - especially when it comes to serving your customers. Our hosted PBX phone service gives small and growing businesses a professional, fully automated call answering and routing solution that can be up and running in a matter of minutes. With Virtual PBX, your employees, whether in one location or far-flung, can focus on serving your customers while we provide the advanced features and responsiveness that give you a competitive edge. We also offer a backup phone service to ensure your business stays up and running should disaster strike. For more information on how your business can benefit from our innovation and passionate commitment to great customer service, visit us on the Web at [www.virtualpbx.com](http://www.virtualpbx.com).

## About The Oya Group

The Oya Group ([www.oyagroup.com](http://www.oyagroup.com)) is an award-winning, full service marketing agency located in Los Gatos, CA. A seasoned team of professionals, supported by a wider network of specialists, Oya's services span traditional marketing and advertising to more specialized services such as branding, strategy and online marketing. Clients range from high-tech to mobile marketing to maintenance — and everything in between.

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