



Pigsback.com Wins Two Golden Spiders - Internet Hero & Best Shopping Website

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Dublin, 2nd December 2005: Michael Dwyer, CEO and founder of Pigsback.com was awarded Internet Hero at last night's eircom.net Golden Spiders Awards in The Burlington Hotel. The award honoured Michael Dwyer's significant Contribution to the Irish Internet Industry.

PR9.NET December 06, 2005 - Speaking at the awards ceremony Michael Dwyer said "This award is an honour and great credit to the Pigsback.com team, its members and clients. The Spiders, thanks to its promoters Business & Finance and sponsors eircom.net, have given the Irish Internet much needed focus and support through its difficult early years."

"The Irish internet sector can look forward to huge growth as broadband develops. This growth will impact our media consumption, ecommerce revenues and critically for Pigsback.com, the allocation of advertising spends between media."

Pigsback.com also went on to win Best Shopping Website for the unique online shopping experience that it offers consumers and brands.

"Pigsback.com has gone on to face new challenges with our launch in the UK in June of this year. We are very pleased with our 150,000 members recruited in only five months and are on target for 500,000 by year end 2006. The UK consumers have responded well to the brand and proposition and surprisingly, are even more active than the Irish."

The eircom.net Golden Spiders Awards are Ireland's most prestigious and longest running Internet Awards. The Golden Spiders Awards were established to promote and reward excellence in the internet industry and have become an established landmark in Irish business.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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