



For Immediate Release

Contact: Marina Hoffmann
SVP, Managing Director, Chief of Staff
Rubenstein Public Relations
212.843.8029, marina@rubensteinpr.com

**“KFC’S FLAVOR STATION: CHOOSE YOUR SAUCE”
BY DIRECTOR KOHL NORVILLE
WINS FOR BEST RESTAURANT WEBSITE FOR
THE 11TH ANNUAL WEBBY AWARDS**

**“KFC’s Flavor Station” Tops the Shortlist for
Top International Honor for the Web**

New York, NY, May 1, 2007 – The Webby Awards, the leading international honor for the Web, today named “KFC’s Flavor Station: Choose Your Sauce” for the Best Restaurant Website of 2007. Kohl Norville directed the work, and it is produced by DRAFTFCB and Z Group Films.

Hailed as the "Oscars of the Internet" by *The New York Times*, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. The awards are judged by the International Academy of Digital Arts & Sciences, a global organization that includes David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Jamie Oliver, Internet inventor Vinton Cerf, and RealNetworks CEO Rob Glaser.

Winners will be honored at The 11th Annual Webby Awards Gala in New York City on June 5th. The ceremony will be hosted by comedian and actor Rob Corddry, star of Fox's new sitcom "The Winner" and a former correspondent for "The Daily Show with Jon Stewart."

Director Kohl Norville shot 75 different scenarios for the KFC interactive web site, which takes visitors through various plot twists depending on the KFC flavor choice they pick. Each scene is filled with witty humor that navigates a story angle. Depending on the KFC flavor chosen, the story can end in several different ways, lasting up to an hour. To view the KFC work, visit <http://clients.fcb.com/webby/kfc/>.

“This award shows the caliber of work of the talented writers, producers, and crew that made this KFC interactive website such a success,” Kohl Norville, Director, remarked. “I am immensely proud of the work we did, and I’m thrilled that the International Academy of Digital Arts & Sciences is honoring us with the award.”

"The Webby Awards honors the outstanding work that is setting the standards for the Internet," said David-Michel Davies, executive director of The Webby Awards. "Kohl Norville's KFC Flavor Station Nominee selection is a testament to the skill, ingenuity, and vision of its creators."

The 11th Annual Webby Awards received a record 8,000 entries from over 60 countries and all 50 states. Founded in 1996, The Webby Awards is known worldwide for its famous five-word speeches.

About Kohl Norville:

As a director with Z Group Films, Kohl Norville has topped the *AdCritic* charts for his work for ESPN. His directing has consistently received numerous honors. A spot for M.A.D.D. that he wrote and directed made the Cannes Lions shortlist. Two other spots through Euro RSCG for Chelsea Guitars were awarded to the Cannes Lions shortlist the following year. In addition, Kohl's work for Virgin Mobile through Fallon NY won a Bronze Cannes Lion. Given one of the AICP top honors, AICP Advertising Excellence, the commercial is now part of the permanent collection of MoMA's Department of Film and Media. His most recent work includes spots for Arnold/ McDonalds, Element 79/ Quaker and BBDO/ Lottery. To view his reel and for more information, visit www.kohlnorville.com and www.zgroupfilms.com.

About The Webby Awards:

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. Established in 1996, the 11th Annual Webby Awards received a record 8,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Adobe; The Creative Group; Verizon; AOL Video; dotMobi; Level3; Adweek; Fortune; Reuters; Variety; Wired; IDG; Brightcove; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of the Moving Image. For more information, visit <http://www.webbyawards.com>.

About the International Academy of Digital Arts and Sciences (IADAS):

The International Academy of Digital Arts and Sciences is dedicated to the creative, technical, and professional progress of the Internet and interactive media. The Academy is an intellectually diverse organization that includes over 500 members consisting of leading experts in a diverse range of fields, such as musician David Bowie, Virgin Group founder Richard Branson, Internet inventor and Google Chief Internet Evangelist Vinton Cerf, "Simpsons" creator Matt Groening, Real Networks CEO Rob Glaser, and fashion designer Max Azria. For more information, visit www.iadas.net.

###