Olive Garden and AGENCY.COM Feast On Awards


The two companies partnered last year to build the site, which launched in November 2000.

The most prestigious award the site has won is the 2001 Astrid Grand Award, as well as the Gold Astrid Award in the Corporate Web site Category. The Astrid Awards are an international competition honoring outstanding achievement in design communications. The site has also garnered the 2001 Best Restaurant Web site from the Foodservice Innovation Network, which honors excellence in Internet communications in the food service industry.

In addition, the site has been awarded Omni Intermedia's Fall 2000 Bronze Award. The Omni Awards were created to recognize the accomplishments of outstanding media production in a variety of fields. Other recognition for the site includes an Award of Distinction from the Communicator Awards, a national awards organization that recognizes outstanding work in the communications field; a Certificate of Excellence from the International Web Page Awards, a competition focused on providing recognition to corporations, companies, and individuals who wish to spotlight their creativity in interactive design; and recognition as a finalist for the AIM/Unica Personalization Excellence Award, which honors a company for excellence in the implementation of personalization services through an ongoing relationship with their clients or customers.

We're extremely pleased that OliveGarden.com has been so well received and so well decorated, said Greg Watson, VP of Brand Marketing, Olive Garden Restaurants. With AGENCY.COM's dedication and expertise we feel we've been very successful in taking the depth and warmth of the Olive Garden experience online.

These awards are a great testament of the success of our work with Olive Garden Restaurants, said Lisa Hazen, Engagement Manager, AGENCY.COM. It's been a very gratifying challenge to translate the look and feel of Olive Garden Restaurants interactively and it's wonderful to see our success so publicly rewarded.

Olive Garden sought to use the Internet to help achieve its mission of being a family of local restaurants focused on delighting every guest with a genuine Italian dining experience. In doing so, Olive Garden also hoped to create a flexible Internet presence with dynamic fresh content that would result in frequent return visits.

Even site visitors are proclaiming the site a success, with overwhelmingly positive responses to an online survey, by Greenfield Online. It's easy and simple to navigate. The graphics are great and the colors are easy on the eyes. The artistic work is evident and it's informative, wrote one visitor. Indicated another, I spent an hour at your site. It is a very visually appealing site, very easy to look at and follow, and a third concluded his remarks with the ultimate compliment: Overall, it made me hungry.

In working with Olive Garden to develop and implement this site, AGENCY.COM greatly surpassed the success metrics established at the outset of the project. An optimization effort resulted in a significant increase in referrals from search engines based on phrases and terms known to be commonly used by likely Olive Garden patrons, nearly doubling site visits. And once at the home page, site visitors that choose to enter their zip code are rewarded with a localized version of the Web site, featuring restaurant information and menus specific to their chosen restaurant. This contributed to site stickiness, resulting in an increase of more than 200% in page views per visit.

AGENCY.COM has been working with Olive Garden Restaurants since June 2000.

About Olive Garden

Olive Garden is the leading restaurant in the Italian dining segment, with 469 restaurants, more than 56,000 employees and $1.6 billion in annual sales. Olive Garden is a division of Darden Restaurants Inc., the world's largest casual dining company. For more information, visit Olive Garden's new Web site at www.OliveGarden.com.

About AGENCY.COM

AGENCY.COM is a leading e-business builder in global markets. The company provides strategy, branding and technology
services that help its clients build and grow their interactive business across multiple digital channels -- the Web, wireless and interactive television. Founded in January 1995, AGENCY.COM is headquartered in New York and has offices in Amsterdam, Atlanta, Boston, Chicago, Copenhagen, Dallas, London, Paris, Portland (OR), San Francisco, Woodbridge (NJ) and affiliate offices in Australia, Korea and Singapore. AGENCY.COM serves a broad and diversified global client base in a variety of industries, including 3M, British Airways, Colgate-Palmolive, Compaq, Heineken and Reuters. For investor information, please visit http://www.agency.com/investors or call AGENCY.COM's Investor Relations line at 212.358.2702. To receive press releases going forward, please send contact information to investors@agency.com or call toll free 877.721.3006 for a fax copy.

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