



For Immediate Release

Aptera Inc. Receives Three W3 Awards for Visual Appeal and Web Apps

Fort Wayne, Ind. October 27, 2011- Aptera Inc., a custom software and web marketing firm, has been announced as the winner of three W3 awards, which honor outstanding websites, web marketing and web video. The company received two Gold W3 awards, one for the homepage of Aptera's own web marketing website, and one for the visual appeal of the website they created for the Allen County Recorder. Aptera's web marketing website also won a silver W3 award for its web site in the web applications and services category. This is the second consecutive year Aptera's has been honored.

The W3 Awards honor creative excellence on the web. The award is given by the International Academy of Visual Arts (IAVA), an invitation-only body consisting of top-tier professionals of acclaimed media, interactive, advertising, and marketing firms. IAVA members include executives from organizations such as Conde Nast, Coach, Disney, The Ellen DeGeneres Show, Estee Lauder, Fry Hammond Barr, HBO, Monster.com, MTV, Polo, Ralph Lauren, Sotheby's Institute of Art, Victoria Secret, Wired, Yahoo! and many others.

The Allen County Recorder's website features a dynamic backdrop of panoramic views of downtown Fort Wayne while providing an easy-to-access navigation tool and several quick links to information. The Aptera designers gave it a timeless look while providing visitors with intuitively accessible records.

Aptera's own Web Marketing website features three-dimensional graphics highlighting portals to other featured pages devoted to the company's areas of digital expertise. Visitors can also view video testimonials from current and former clients who share their experiences working with Aptera. The Aptera site also provides descriptions of various marketing services available to clients, like search engine optimization (SEO) and targeted email marketing, which the website itself also makes use of.

The Allen County Recorder's Office website can be found at www.allencountyrecorder.us, and Aptera's web marketing website URL is www.apteradesign.com. More information about the W3 award is available at www.w3award.com.

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About Aptera: *Aptera is a software development and web design firm specializing in helping companies use technology to become more efficient and competitive. Founded in 2003, Aptera employs IT professionals and an award-winning graphic design team that deliver create custom-tailored software, marketing and web solutions. This unique combination of technical expertise and design savvy allows Aptera to solve tough business situations for clients throughout the United States. It has also led to the development of several commercially available applications and the honor of recognition as a Microsoft Managed Partner. Visit www.ApteraInc.com for more information.*

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