

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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For immediate release

Contact: Grace Baynes (Corporate PR Planner) or Ruth Francis (Head of Press)
Nature Publishing Group
T: +44 (0)20 7014 4063 or +44 (0)20 7014 4562
g.baynes@nature.com or press@nature.com

The Macmillan Building
4 Crinan Street
London N1 9XW
UK
T: +44 (0)20 7833 4000
F: +44 (0)20 7843 4640
www.nature.com

Nature.com wins a Webby

nature.com is this week recognised as the Best Science Website of 2008 in the annual Webby awards. Nature Publishing Group's website (www.nature.com) will receive its 'Oscar of the Internet' at the 12th Annual Webby Awards gala on 10 June in New York City.

The Webby Award winners are chosen by The International Academy of Digital Arts and Sciences (IADAS), a global organization of industry experts and technology innovators. The winners were announced on the 6 May on the Webby Award website (www.webbyawards.com).

"Everyone at NPG is delighted that nature.com has been awarded a Webby, it's a real validation of our efforts," said Timo Hannay, Publishing Director of nature.com.

"Our purpose as a publisher is to enable scientific and medical communication. If we can't help researchers to make the most of the web - the most powerful communication medium ever - then we wouldn't be doing our jobs. That's why nature.com is central to NPG's mission, and this welcome recognition will spur us on to try and achieve even more."

Nature.com serves almost 12 million visitors a month with over a million registered users, and is the gateway to NPG's offering of publications and services. The website provides access to all NPG publications including its flagship title *Nature*, the *Nature* research, *Nature Reviews*, and *Nature Clinical Practice* journals and a range of academic journals including society-owned publications. Gateways and databases include the *Nature Reports* series. Through Nature.com, users can access news and features from *Nature News* and visit *Naturejobs*, NPG's careers information and science recruitment website. NPG launched *Connotea*, the document tagging and social bookmarking web site in 2003. *Nature Network*, NPG's social networking service, is connecting scientists at a global and local level. The success of the weekly Nature Podcast has led to the construction of NPG's own in-house podcast studio. Nature.com also hosts a number of NPG blogs, the preprint service *Nature Precedings*, and country-focussed portals such as *Nature China* and *Nature India*. Nature.com links to scientific experiments and conferences hosted on Second Nature, NPG's three virtual islands in Second Life (www.nature.com/secondnature/).

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards (www.webbyawards.com) is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. "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. The 12th Annual Webby Awards received nearly 10,000 entries from over 60 countries.

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About NPG

Nature Publishing Group (NPG) is a division of Macmillan Publishers Ltd, dedicated to serving the academic, professional scientific and medical communities. NPG's flagship title, *Nature*, was first published in 1869. Other publications include *Nature* research journals, *Nature Reviews*, *Nature Clinical Practice* and a range of prestigious academic journals including society-owned publications. NPG also provides news content through *Nature News*. Scientific career information and free job postings are offered on *Naturejobs*.

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