



Engauge Digital Helps Cartoon Network Relaunch Rescuing Recess Website

Atlanta, GA - (April 10, 2008) Engauge Digital, a group of specialists within Engauge (www.engauge.com) who leverage knowledge in human behavior to produce digital design and marketing strategy, announces the relaunch of the website for Cartoon's Network's popular Rescuing Recess program.

Cartoon Network introduced Rescuing Recess in 2006 and to date has committed more than \$4 million in media resources and cash to raise awareness about the importance of daily recess in promoting overall child wellness and academic performance.

"The Rescuing Recess is the most successful community relations program in our history. The website has and will continue to play a central role in its success," said Vanessa Foster, Cartoon Network's Community Relations Manager. "Engauge Digital's insight over the last two years has been integral to allowing this program to flourish online."

The relaunch represents a refreshed version of Cartoon Network's Rescuing Recess website (www.cartoonrecessweek.com), intended to improve both the look and feel of the site and to improve overall functionality. Some of the improvements to the website include:

- Improved navigation with the addition of more contextual links
- Addition of video and pictures, showcasing how volunteers have gotten involved
- New forms for both volunteers and school coordinators to log time
- New imagery to enhance Cartoon Network's brand

"We are thrilled to be a part of this incredible program's success," said Shannon Delaney, VP of Client Services at Engauge Digital. "The changes we made to the website will serve to improve the ability for more parents and schools to take part in the program, which is something we are very proud of."

Engauge Background: www.engauge.com

Engauge is a uniquely structured agency that is built upon three distinct centers of excellence (brand, interactive and direct marketing) that come together in a highly collaborative environment. The result is a communications think tank that creates fully integrated marketing solutions that connect with the consumer no matter what or where the conversation. Engauge has delivered success stories for clients large and small, from packaged goods to technology and for both regional and global brands. Headquartered in Columbus,

Ohio, and with offices in Austin, Atlanta, Pittsburgh and Orlando, Engauge maintains a client roster including Kraft, Best Buy, Chick-fil-A, White Wave, Home Depot and Huntington Bank.

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