

## Canadian New Media Awards Announces 2009 Winners

*Award winners include Cyberplex Inc. as Best Company of the Year*  
Toronto, ON (December 1, 2009) - The Canadian New Media Awards (CNMAs), the country's only nationwide competition celebrating the accomplishments of Canada's most successful digital media companies, has just announced this year's award winners in 19 prestigious categories.

## The CNMAs – What a night!



It's official; The Canadian New Media Awards (CNMAs) were a huge success! Canada's only nationwide digital media awards show honoured the best of the best in the industry last night in 19 prestigious categories. The gala celebration was hosted by award-winning comedian Seán Cullen and hundreds of industry leaders were on hand to celebrate with the winners.

**The 2009 CNMA Winners are:**

**Best Company of the Year:** [Cyberplex Inc., Toronto](#)

**Best Brand of the Year:** Doritos White Bag - [BBDO/Proximity Canada, Toronto](#)

**Promising New Company of the Year:** [Syncapse, Toronto](#)

**Hottest New Digital Kid on the Block:** [ChickAdvisor.com, ChickAdvisor Inc., Toronto](#)

**Best in Mobile Marketing:** [Brisk ARTwist](#) - [Addictive Mobility, Markham](#)

**Best Mobile Application:** [Air Canada iPhone App](#) - [IBM Canada, Markham](#)

**Best Location Based Service:** [Poynt - Multiplied Media, Calgary](#)

**Best Use of Social Media:** [Invoke Media](#) - creator of [HootSuite Twitter application](#), Vancouver

**Best in Interactive Marketing:** Doritos White Bag - [BBDO/Proximity Canada](#)

**Best Branded Entertainment:** [Worldwide Short Film Festival: Short Attention Span](#) - [doug agency](#)

**Best Cross-Platform Project:** [Waterlife Interactive](#) - [National Film Board of Canada, Toronto](#)

**Best Online Video Portal:** [National Film Board of Canada: Online Screening Room](#) - [National Film Board of Canada](#)

**Best Innovative Web-based Game:** [Junk Battles](#) - [Antic Entertainment, London](#)

**Best Kids Interactive:** [Titanium Chef](#) - [mod7, Vancouver](#)

**Best in Canadian Culture:** [Interactive: In Touch: Connecting Cloth, Culture & Art](#) - [e-centricarts inc.](#),  
Toronto

**Leader in Social Change:**

Mark Surman, Executive Director, [Mozilla Foundation](#)

Tonya Surman, Executive Director, [Centre for Social Innovation](#)

**Best Online Comedy Performance:** [Têtes à claques, Montreal](#)

**Best Online Artist of the Year:** K-os

**Lifetime Achievement Award:** Red Burns, "Grandmother" of new media and Founder of the ITP Program at the Tisch School for the Arts at NYU.