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# PRESS RELEASE

Ad-Lit Web Solutions receives Silver Addy Award for the newly re-designed Dells.com

**Wisconsin Dells, February 23, 2009:** Dells.com, the #1 source for online Wisconsin Dells visitor information, now bears the prestigious Addy Award for the new design.

Ad-Lit Web Solutions received the silver ADDY award in the American Advertising Federation's Madison award competition. The ADDY Awards Competition is the advertising industry's largest and most representative competition for creative excellence, with more than 60,000 entries for the national competition each year. It is the only creative awards program administered by the advertising industry. In the category of html website design, the newly re-designed Dells.com was honored with the Silver Award.

Dells.com, a highly travelled website, has received over 45 million visitors since its inception in 1995. This premier resource website offers all the information needed to plan a great family vacation to Wisconsin Dells, as well as great deals for that last minute day trip. Dells.com is now even more unique with the addition of a complete and public online community website for Wisconsin Dells called [www.MyDells.com](http://www.MyDells.com).

Ad-Lit Web Solutions has nearly two hundred websites including [www.WisTravel.com](http://www.WisTravel.com), a travel website covering the entire state of Wisconsin and [www.SouthwestFloridaTravelGuide.com](http://www.SouthwestFloridaTravelGuide.com), a vacation planning website for the greater Ft. Myers area including Sanibel Island and Naples.

Dells.com is produced and maintained by Ad-Lit Web Solutions, a subsidiary of Ad-Lit Inc., located at 211 Pioneer Drive in Wisconsin Dells, WI. Ad-Lit Web Solutions can be found online at [www.adlitwebsolutions.com](http://www.adlitwebsolutions.com)