

## FOR IMMEDIATE RELEASE

### **Kirton McConkie website wins Best of Class Interactive Media Award**

(November 28, 2012—Salt Lake City, UT) Kirton McConkie recently launched an all new firm website ([www.kmclaw.com](http://www.kmclaw.com)). The firm's entry into the Interactive Media Council's Interactive Media Award (IMA) competition garnered the Best in Class, the highest honor presented by IMA.

Best in Class (for the legal industry) represents the very best in planning, execution and overall professionalism. In order to win this award level, the website had to successfully pass a comprehensive judging process, achieving very high marks in each of the judging criteria, an achievement only a fraction of sites in the IMA competition earn each year. Kirton McConkie's website had an overall score of 486 of 500 possible points.

"We are thrilled our efforts to create a website environment for prospects and clients were recognized by IMA. Our intent was to create a high quality, content rich, yet easily navigable experience. The Best in Class Award validates we hit the mark," said Deb Kirby, Kirton McConkie Director of Marketing.

The firm website was designed by Epic Marketing and web programming and the content management system were developed by Firmseek, Inc.

"This recognition from IMA lets us know we are on the right track in providing our clients and potential clients the best possible resource for legal information. Our goal was to make it easy to inform and educate web visitors about the array of information and legal services available through Kirton McConkie." said Loyal Hulme, Marketing Committee chair and Real Estate Shareholder at Kirton McConkie.

#### ***About Interactive Media Council***

Interactive Media Council, Inc. (IMC) is a nonprofit organization of leading web designers, developers, programmers, advertisers and other web-related professionals, the competition is designed to elevate the standards of excellence on the Internet.

#### ***About Kirton McConkie***

Kirton McConkie is a full-service law firm successfully representing business, real estate, intellectual property, litigation, international, technology, healthcare, construction, employment, tax, estate planning and family law clients.