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MEDIA RELEASE

Xero wins Webbys

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Wellington based online accounting software provider Xero, was named the winner of two Webbys – ‘the Oscars of the internet’ yesterday.

Both the Xero software and their marketing site www.xero.com, were nominated in the Banking / Bill Paying category. The Xero application won the Webby Award and also won the People’s Voice Award in this same category.

The Webby Awards are considered the internet’s most respected benchmark of success. This year, The 13th Annual Webby Awards received nearly 10,000 entries from over 60 countries, marking the largest number of entries in their history.

Philip Fierlinger, Head of Design at Xero says, “Winning two Webbys is overwhelming. Reading all the comments people wrote is really humbling. We had a vision to make accounting sexy and fun, but to actually hear people say those words about Xero is incredibly gratifying.

“For us, the amazing thing is that this is only the beginning. We feel like we’ve just scratched the surface, and the work we’re doing now is where the real breakthrough will happen.”

Fierlinger will fly to New York in June for a star-studded award ceremony, where he will get to rub shoulders with other Webby winners including: Trent Reznor, Lisa Kudrow and Twitter co-founder Biz Stone.

Founded in 1996, The Webby Awards are known worldwide for its famous five-word speech limit. Past Webby Award winners, and their speeches, include Al Gore (“Please don’t recount this vote”), Beastie Boys (“Can anyone fix my computer?”), and Stephen Colbert (“Me. Me. Me. Me. Me.”).

Winners were chosen this year from a renowned judging panel including glitterati such as David Bowie, Matt Groening, and Richard Branson.

People’s Choice comments about Xero on the Webbys site were overwhelming:

“If Xero was a person I would like to give them a big hug, I am no longer scared about accounting and I owe it all to this brilliant piece of software. Accounting with Xero, as sad as it may sound is actually fun, I am addicted for life!”

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