

OUNOUSA.COM wins the « the best strategic Arabic social network portal » award in the Pan Arab Web Awards 2008

Dubai, 27th of April 2008 – **Ounousa.com**, a website dedicated for Arabic women across the Middle East and North Africa was named “best strategic social network portal” in the Pan Arab Web Awards competition held in Dubai on the 26th of April.

Launched by the Lebanese start-up **Mena Web Group (MWG)** in early 2008, the feminine portal is targeting one of the most dynamic and growing online communities in the Arab world. *“The feminine segment of the Arabic online community has one of the biggest audience potential and should have further access to online media in the upcoming years. **Ounousa.com** aims to catch this new trend by offering targeted online editorial content as well as social networking tools. The award we received today has consolidated our belief and determination in taking part of the new internet wave uprising in the Middle East”* stated co-founder El-Kary at the end of the ceremony.

Ounousa.com has already reached more than 250,000 Arab women and is expected to overpass the million user with new online experiences soon to be launched.

Co founder Aoun added *“**Ounousa.com** is addressing Arabic women differently with modern subjects and positioning. We have broken many taboos by differentiating our editorial strategy from the existing conservative websites. Women visiting **Ounousa.com** can watch the latest fashion shows through video streaming, read about the stars beauty recipes, share and discuss their experiences on forums, with only a few clicks in a user friendly colourful interface. We want **Ounousa.com** to be the place where women express themselves in the many different ways made available through online technology”*.

The Middle East region is showing today a growing and sustained interest in the web, a media now competing in the playground of TV and press as for its reach and audience. Many Arabic online pure players like **MWG** are undertaking creative initiatives to grasp the value of this new trend.

About Mena Web Group

Mena Web Group (MWG) is a Limited Liability Company LLC created in 2008 and duly registered under the Lebanese law. Mena Web Group has the ambition to enhance the global Arabic online experience by proposing a set of online medias going from content portals to user-generated websites and social networks.

Press Release contact:

E. Kary – contact@menawebgroup.com

Tel: +33 6 71 82 51 82

www.menawebgroup.com