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FOR IMMEDIATE RELEASE

**MediaWhiz Holdings, Inc. President Jason Cohen
Named Ernst & Young Entrepreneur Of The Year® 2007 Award Finalist
in the Metro New York Area**

New York, NY, May 29, 2007 – MediaWhiz Holdings, Inc. today announced that President Jason Cohen is a finalist for the Ernst & Young Entrepreneur Of The Year® 2007 Award in the Metro New York Area. According to Ernst & Young, the awards program was designed to recognize outstanding entrepreneurs on a regional, national and global level who are building and leading dynamic, growing businesses. Mr. Cohen was selected as a finalist from 65 nominations by a panel of independent judges. Award winners will be announced at a special gala event on Thursday, June 28, 2007, beginning at 6:00 PM at the Marriott Marquis in New York City.

“I am thrilled to be chosen as a finalist for this prestigious award,” stated Jason Cohen, President, MediaWhiz. “The fact that I and my colleague Patrick Gavin were nominated is evidence of the entrepreneurial spirit and level of innovation that has placed MediaWhiz at the forefront of online marketing.”

MediaWhiz is a leading online marketing company delivering custom marketing programs that perform for brand advertisers, direct marketers, interactive agencies, and publishers. The MediaWhiz suite of marketing services that drive measurable results include affiliate marketing, lead generation, email marketing, list management, display advertising, text link advertising and search marketing. MediaWhiz delivers more than 3 million monthly leads to over 3,000 advertisers through its database of more than 100 million consumer email addresses and relationships with over 20,000 publishers.

The Ernst & Young Entrepreneur Of The Year awards program celebrates its 21st anniversary this year. Awards are given to entrepreneurs who have demonstrated excellence and extraordinary success in such areas as innovation, financial performance, and personal commitment to their businesses and communities.

Regional award winners are eligible for consideration for the Ernst & Young Entrepreneur Of The Year 2007 national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California on November 17, 2007. The national Entrepreneur Of The Year celebration is part of Ernst & Young’s Strategic Growth Forum. The overall national Entrepreneur Of The Year award recipient is then considered for the world event held in Monte Carlo.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year Awards are pleased to have Bank of America as the national presenting sponsor, as well as SAP America and the Ewing Marion Kauffman Foundation as national sponsors.

In the Metro New York Area, local platinum sponsor includes MARSH; gold sponsors include Bowne, Crain's New York Business and Curran & Connors; silver sponsors include Geller & Company, Scherzer International and WithumSmith+Brown/WithumSmith+Brown Global Assurance; news distribution sponsor is BusinessWire.

About MediaWhiz

MediaWhiz is a leading online marketing company delivering custom marketing programs that perform for brand advertisers, direct marketers, interactive agencies, and publishers. By leveraging its suite of integrated marketing services, including affiliate marketing, lead generation, email marketing, list management, display advertising, text link advertising, and search marketing, MediaWhiz is able to drive measurable results. MediaWhiz delivers more than 3 million monthly leads to more than 3,000 advertisers through its database of more than 100 million consumer email addresses and relationships with more than 20,000 publishers. Private equity firm Lake Capital first invested in MediaWhiz in August 2005. Through acquisitions and organic growth, MediaWhiz has established its position as a leading provider of custom online marketing programs that perform. More information on MediaWhiz is available at www.mediawhiz.com.

About the Ernst & Young Entrepreneur Of The Year Awards

The Entrepreneur Of The Year[®] awards program was created and is produced by professional services firm Ernst & Young LLP. As the first award of its kind, the Ernst & Young Entrepreneur Of The Year[®] Award recognizes outstanding entrepreneurs who are building and leading dynamic and growing businesses. The program, which celebrated its 20th anniversary in 2006, honors entrepreneurs through regional, national and global award programs in over 125 cities and 40 countries.

About Ernst & Young

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