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## **MEDIAWHIZ ACQUIRES MONETIZEIT**

*Acquisition Adds Vertical Market Expertise to Platform*

**NEW YORK, NY and ATLANTA, GA / December 6, 2006 / BusinessWire /** – MediaWhiz, a rapidly growing provider of performance-based online marketing services, today announced it has acquired Atlanta-based Online Media Promotions, LLC, which is known in the industry as Monetizeit. This acquisition expands MediaWhiz’s online marketing services platform to give it deep expertise in a number of lead generation vertical markets, including insurance and financial services. Lake Capital, a private equity firm that invests in growing services companies, first invested in MediaWhiz in August 2005 and provided additional capital to fund this transaction.

Founded in 2003 by Steve Wadley, Roger Dowd and Joe Hegedus, Monetizeit is a leader in the online lead generation space. The company is recognized as a “one-stop shop” for internet advertising, handling all aspects of the process, including idea generation, product and offer testing, creative design, marketing and implementation of an effective long-term customer acquisition strategy for its clients. Monetizeit will continue to operate under its current name, with continued leadership from its existing management team.

“We are thrilled to have the management team, employees and clients of Monetizeit join the MediaWhiz platform. We have been using our online media distribution channels to drive traffic to Monetizeit’s offers for a number of years and this integrated partnership will significantly strengthen our ability to provide their clients with large volumes of high quality leads,” said MediaWhiz co-president Yannick Tessier.

“Adding Monetizeit’s strong lead generation capabilities is a perfect fit for our strategic growth plan. Not only will the acquisition bring further size and scale to our lead generation division, but it also allows us the opportunity to pursue cross-selling opportunities into new vertical channels,” noted Jason Cohen, co-president of MediaWhiz.

“We are excited to join MediaWhiz and gain access to new client relationships, infrastructure and additional distribution channels to support our clients’ marketing goals. With the support of the MediaWhiz team, we are confident that we can continue to rapidly grow our core business, while creating a platform for expansion into additional vertical markets,” said Steve Wadley, president of Monetizeit.

**About Monetizeit**

Monetizeit is a leader in online performance-based marketing services with a specialization in lead generation for the financial, consumer and healthcare market verticals. Monetizeit offers its advertiser clients a fully-integrated solution that provides all of the necessary services to execute their marketing campaigns online. Monetizeit plays an integral role in working with both advertisers and publishers to balance advertiser cost, maximize publisher payouts, and ensure advertiser application quality. More information about Monetizeit is available at [www.monetizeit.net](http://www.monetizeit.net).

**About MediaWhiz**

MediaWhiz is a rapidly-growing provider of performance-based online marketing services, offering an integrated suite of programs including affiliate marketing, lead generation, e-mail marketing and search marketing. Through acquisitions and organic growth, MediaWhiz is establishing a leading position in the highly-fragmented online advertising business. Unlike traditional advertising agencies that profit from their clients' overall "spend," the MediaWhiz model is based on generating measurable results for advertisers, using proprietary best-of-breed technologies. MediaWhiz was founded in 2001 and is a portfolio company of private equity firm Lake Capital. More information about MediaWhiz is available at [www.mediawhiz.com](http://www.mediawhiz.com).

**About Lake Capital**

Lake Capital is a private equity firm that focuses on investments in service-based enterprises across various industries. The firm is currently managing more than \$1.3 billion in equity commitments and seeks to build leading services companies through organic and acquisition-enhanced growth. More information about Lake Capital is available at [www.lakecapital.com](http://www.lakecapital.com).

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