



MEDIAWHIZ ANNOUNCES LAUNCH OF WHITEDELIVERY LIST MANAGEMENT

Expands List Management Services with Transactional Message Delivery

NEW YORK, NY, November 6, 2006 – MediaWhiz Holdings, LLC (“MediaWhiz”), a leading provider of performance-based online marketing services, today announced the launch of WhiteDelivery List Management (www.whitedelivery.com), which will offer transactional message delivery as an added service to its current and new e-mail list management clients.

Transactional messages include information that many companies rely on for day-to-day communications with clients. Message types include auto responders, newsletters, order confirmations, account updates, shipping confirmations, and privacy policy changes.

WhiteDelivery List Management, formerly known as GRS List Management, has been rebranded as part of the expansion of the division’s services. Interactive marketing firm Global Resource Systems (GRS) merged with MediaWhiz in April 2006 to form one of the largest providers of online performance marketing services; as part of the merger, GRS List Management was renamed WhiteDelivery.

“We are excited to offer transactional message delivery as a new service to our list management clients, in conjunction with the industry leading services for which we at WhiteDelivery are known,” states Yannick Tessier, co-president of MediaWhiz and founder of GRS.

“The business solutions offered by WhiteDelivery List Management are a key part of the integrated suite of programs MediaWhiz makes available to its customers, which also includes affiliate marketing, lead generation and search marketing,” states Jason Cohen, founder and co-president of MediaWhiz.

About MediaWhiz

MediaWhiz is a leading online performance marketing company. Founded in 2001 by Jason Cohen, MediaWhiz has emerged as a market leader in lead generation, affiliate marketing, email marketing, and other online media services. The company has been featured twice as one of the fastest growing companies in the United States by *Entrepreneur*. In April 2006, MediaWhiz merged with interactive marketing services company Global Resource Systems (GRS) to form one of the largest providers of online performance marketing services. Lake Capital, a private equity firm that invests in growing services companies, first invested in MediaWhiz in August 2005 and provided further growth capital for the acquisition. More information on MediaWhiz is available at www.mediawhiz.com.