



## **FOR IMMEDIATE RELEASE**

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## **MEDIAWHIZ ACQUIRES TEXT LINK ADS**

*Acquisition Adds New Product Offering and  
Thousands of New Advertiser and Publisher Relationships*

**NEW YORK, NY and CINCINNATI, OH / November 7, 2006 / BusinessWire / –** MediaWhiz, a rapidly growing provider of performance-based online marketing services, today announced it has acquired Cincinnati-based Text Link Ads (TLA) to expand MediaWhiz's online marketing services platform to include text link advertisements. 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 Patrick Gavin, president, and Bill Fish, chief financial officer, TLA is the leader in the text link advertisement and related services space, providing an automated, comprehensive marketplace for advertisers and publishers. TLA is recognized for having the broadest and fastest growing network of advertisers and publishers, a user-friendly platform, and a high degree of flexibility in ad type and placement. TLA will continue to operate under the Text Link Ads name, with continued leadership from its existing management team.

"We are thrilled to be working with Patrick and his team to bring this new service offering to our thousands of publisher and advertiser relationships, while also being able to cross-sell MediaWhiz's existing services to TLA's growing client base," said Jason Cohen, co-president of MediaWhiz.

"Adding TLA's recognized expertise in text link advertising is a perfect fit with our strategy of creating one of the broadest platforms of online marketing solutions to meet the diverse needs of our advertisers," noted MediaWhiz co-president Yannick Tessier.

"This is an exciting time for our team and our clients. We have found a great partner that will be able to help our publishers and advertisers profitably drive more traffic to their web sites. We are looking forward to delivering more great products and even better service in the months ahead as a result of this partnership," said Patrick Gavin, president of Text Link Ads.

RBC Capital Markets served as the exclusive financial advisor to Text Link Ads on the transaction. No transaction terms have been disclosed.

### **About Text Link Ads**

Text Link Ads is the premier targeted traffic and link popularity ad firm. TLA specializes in placing static html links on high quality, high traffic web properties. More information about TLA is available at [www.text-link-ads.com](http://www.text-link-ads.com).

### **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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