



CONTACT: Joshua Greenwald / Megan Prock
Berns Communications Group
(212) 994-4660

FOR IMMEDIATE RELEASE

MEDIAWHIZ ACQUIRES REMAINING INTEREST IN AUCTIONADS.COM

Acquisition to Expand Affiliate Marketing Opportunities for Publishers

NEW YORK, NY, August 1, 2007 – MediaWhiz Holdings., Inc. today announced the acquisition of AuctionAds (www.auctionads.com). MediaWhiz launched AuctionAds in partnership with Shoemoney Media in March, and within four months registered over 20,000 participating publishers. The AuctionAds affiliate program combines unique keyword targeting technology with a rapidly expanding publisher network, to drive increased traffic and revenue to eBay. Earlier this year, eBay acknowledged the power of the pioneering AuctionAds platform and awarded the company the 2007 eBay Star Developer Award for innovation.

“We are excited to welcome AuctionAds into the MediaWhiz suite of online marketing solutions. Shoemoney media co-founders Jeremy Schoemaker and David Dellanave have done an outstanding job creating an innovative affiliate marketing platform, and we are looking forward to building upon the AuctionAds technology to drive continued growth,” stated Patrick Gavin, president of MediaWhiz’s display advertising division.

AuctionAds will extend the MediaWhiz suite of online performance marketing solutions and make it possible for MediaWhiz's growing affiliate network of over 25,000 publishers to earn more for their valuable online advertising inventory.

About AuctionAds

AuctionAds (www.auctionads.com), a division of MediaWhiz Holdings Inc., enables publishers to monetize their website by displaying live eBay auctions that are keyword targeted to a site’s content. The AuctionAds proprietary technology is unique in its ability to dynamically deliver contextually relevant links to eBay auctions. The targeted affiliate program drives higher conversions resulting in increased traffic and revenue to eBay and higher payouts for both AuctionAds and its publishing partners.

About MediaWhiz

MediaWhiz is a leading online performance marketing company. MediaWhiz leverages its comprehensive suite of marketing services to achieve superior results for advertisers and publishers. Services 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 25,000 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 online performance marketing solutions. More information on MediaWhiz is available at www.mediawhiz.com.

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