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**FOR RELEASE SEPTEMBER 26, 2005**

**Lake Capital Makes Strategic Investment in Interactive Marketing Company MediaWhiz**  
*Online Marketing Entrepreneur Jason Cohen Partners with Private Equity Firm to Foster Growth*

**NEW YORK, NEW YORK/ September 26, 2005 /Businesswire/** – MediaWhiz Holdings, LLC, a leading online performance marketing company, today announced that private equity firm Lake Capital has made a strategic investment in the organization, helping to fuel its expansion.

Interactive marketing veteran Jason Cohen, who founded the Company in 2001, will continue to direct its growth as a leading provider of lead generation, affiliate marketing, email marketing and other online marketing services. Initial plans include expanding its management team and staff of professionals, as well as enhancing its service offerings through organic growth initiatives and select acquisitions.

“We are very excited about our partnership with Lake Capital, which will allow us to continue to increase the breadth of services and resources we provide to our clients,” said Jason Cohen. “Now more than ever, advertisers are focused on performance-based marketing solutions, demanding an immediate return on investment. This partnership offers us a tremendous opportunity to build our market share and continue to fill that demand.”

Cohen is a proven leader in the online marketing arena, having founded and sold his previous company, WiseAds New Media, to About.com in 2000. He grew the company organically to more than fifty employees and a client roster consisting of many of the foremost online marketers. Prior to starting WiseAds, Cohen was one of DoubleClick’s leading global sales representatives.

“We’re very pleased to share a strategic and operational vision with Jason and the other members of MediaWhiz’s outstanding team,” noted Kevin Rowe, director of Lake Capital. “MediaWhiz’s ability to deliver excellent service is evidenced by its long-standing and growing relationships with dozens of high caliber clients. Together with MediaWhiz, we are building a unique company that is well-positioned to benefit from the dynamic industry trends occurring in interactive marketing.”

KPMG Corporate Finance LLC served as the exclusive financial advisor to MediaWhiz on the transaction. No transaction terms have been disclosed.

**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 U.S. by *Entrepreneur* magazine. 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 of capital and typically seeks to invest \$50-\$75 million of equity in each of its portfolio initiatives 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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