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**FOR IMMEDIATE RELEASE**

**MEDIAWHIZ APPOINTS JONATHAN SHAPIRO AS CHIEF EXECUTIVE OFFICER**

***Former DoubleClick Sr. Executive and Industry Veteran to Lead Integration of Business Operations***

**NEW YORK, NY, April 18, 2007** – MediaWhiz Holdings, Inc. (MediaWhiz), a leading provider of performance-based online marketing services, today announced it has appointed Jonathan Shapiro as its chief executive officer. Mr. Shapiro will oversee the integration of the company's suite of marketing services, which include affiliate marketing, lead generation, email marketing, list management, display advertising, text link advertising and search marketing.

Mr. Shapiro was previously chief strategy officer for DoubleClick, where he was responsible for setting strategy and overseeing M&A. As senior vice president of DoubleClick's Abacus online division, he created DoubleClick's data strategy and oversaw development of new online targeting products and services. Originally, Mr. Shapiro joined DoubleClick as a vice president responsible for managing the company's Internet Advertising Network. Most recently, he was president of Lillian Vernon Corp., responsible for management of the company and its subsidiaries; prior to that, he worked with ZelnickMedia and Ripplewood Holdings on their acquisition of Lillian Vernon Corp. Earlier in his career, Shapiro ran United Media's Internet business featuring The Dilbert Zone; the site, a top news, information and entertainment destination, was launched in 1996 and was one of the Internet's first profitable businesses.

"As MediaWhiz continues its efforts to grow internally and acquire new companies, we are confident Jonathan possesses the ideal combination of leadership and online marketing experience to achieve these objectives," stated Kevin Rowe, director of Lake Capital.

"I am thrilled to be working with MediaWhiz's management team to further position the company as an industry leader, providing clients with one of the broadest platforms of online marketing solutions available," added Jonathan Shapiro, CEO of MediaWhiz.

Following an investment from private equity firm Lake Capital, MediaWhiz merged in 2006 with Global Resource Systems (now WhiteDelivery) to form one of the largest providers of integrated online performance marketing services. More recently, MediaWhiz acquired Text Link Ads, specializing in text link advertisements; and Monetizeit, a leader in lead generation for the financial, consumer and healthcare markets.

**About MediaWhiz**

MediaWhiz is a leading online marketing company delivering a fully integrated solution for brand advertisers, direct marketers and publishers by leveraging its suite of marketing services to achieve measurable results. 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 10,000 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 integrated marketing. More information on MediaWhiz is available at [www.mediawhiz.com](http://www.mediawhiz.com).

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