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**FOR IMMEDIATE RELEASE**

**MEDIAWHIZ APPOINTS NEW CHIEF FINANCIAL OFFICER, DIRECTOR OF MARKETING**

*Infrastructure to Support Rapid Growth and Service Integration of Online Marketing Company*

**NEW YORK, NY / January 29, 2007** – MediaWhiz Holdings, LLC (MediaWhiz), a leading provider of performance-based online marketing services, today announced it has appointed Thomas Lanzetta to chief financial officer and Danay Escanaverino to director of marketing. The appointments are a key part of MediaWhiz’s efforts to integrate its multiple business operations as it continues to grow and acquire new companies.

“We are excited to welcome Tom as the new CFO of MediaWhiz. His strong financial management experience will be invaluable as we integrate our multiple divisions and continue to expand over the coming months,” stated Jason Cohen, co-president, MediaWhiz. “We are also pleased to promote Danay to director of marketing. She has been an essential member of our team over the past several years, and in this new role she will greatly assist MediaWhiz as we continue to grow in 2007 and beyond,” stated Yannick Tessier, co-president, MediaWhiz.

Thomas Lanzetta has over 15 years of financial management experience, including 10 years of experience managing world class internet professional service firms. Mr. Lanzetta was most recently chief operating officer of Agency.com (formerly NASDAQ: ACOM), a leading global internet development and marketing firm. In this role, he was responsible for driving the financial and strategic performance of Agency’s multiple offices worldwide with more than 500 employees. Mr. Lanzetta was also part of a team that managed the company through a successful IPO.

Danay Escanaverino has been promoted to director of marketing at MediaWhiz. She was previously director of marketing for Filinet.com and WhiteDelivery.com, formerly known as GRS before being acquired by MediaWhiz. While in her previous position, she launched the Filinet.com affiliate network and grew it into a successful, well-recognized brand in less than a year. Prior to that, she was director of interactive for eLeisureLink.com, where she led the internet marketing campaigns and development of the company’s online comparison booking engine, affiliate program, and search marketing campaigns.

MediaWhiz, widely known for its affiliate marketing, co-registration, and lead generation services, merged in April 2006 with Global Resource Systems (GRS), now WhiteDelivery, a leading list management, email marketing and affiliate marketing company, to form one of the largest providers of integrated online performance marketing services. Recently, MediaWhiz acquired Text Link Ads, which specializes in text link advertisements; and Monetizeit, a leader in online performance-based marketing services with specialization in lead generation for the financial, consumer and healthcare markets. In late 2006, the company also successfully launched blog advertising company ReviewMe.

**About MediaWhiz**

MediaWhiz is a leading online marketing company delivering integrated solutions for brand advertisers, direct marketers and publishers by leveraging its suite of performance marketing services to achieve excellent results. Private equity firm Lake Capital ([www.lakecapital.com](http://www.lakecapital.com)) first invested in MediaWhiz in August 2005. As a result of recent mergers and acquisitions, MediaWhiz properties offer access to millions of unique online consumers every month. Services include affiliate marketing, lead generation, email marketing, list management, display advertising, text link advertising and search marketing. More information on MediaWhiz is available at [www.mediawhiz.com](http://www.mediawhiz.com).

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