



**FOR IMMEDIATE RELEASE**

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**Text-Link-Ads.com Founder and President Patrick Gavin  
Named Ernst & Young Entrepreneur Of The Year<sup>®</sup> 2007 Award Finalist  
in the Central Midwest Region**

**Iowa City, IA, May 29, 2007** – Text-Link-Ads.com, a MediaWhiz Holdings, Inc. company, today announced that Founder and President Patrick Gavin is a finalist for the Ernst & Young Entrepreneur Of The Year<sup>®</sup> 2007 Award in the Central Midwest region. According to Ernst & Young, the awards program was designed to recognize outstanding entrepreneurs on a regional, national and global level who are building and leading dynamic, growing businesses. Mr. Gavin was selected as a finalist by an independent judging panel composed of area business, academic and civic leaders. Award winners will be announced at a special gala event on Thursday, June 28, 2007, beginning at 6:00 PM at the Hyatt Crown Center in Kansas City.

“I am thrilled to be chosen as a finalist for this prestigious award,” stated Patrick Gavin, President, Text-Link-Ads.com. “The fact that I and my colleague Jason Cohen were nominated is evidence of the entrepreneurial spirit and level of innovation that has placed MediaWhiz at the forefront of online marketing.”

Text-Link-Ads.com is an automated, comprehensive service that allows advertisers and publishers to profitably drive more traffic to their web sites by increasing search engine rankings through the placement of static html links on high quality, high traffic websites. Text-Link-Ads.com is a MediaWhiz Holdings, Inc. company. MediaWhiz is a leading online marketing company delivering custom marketing programs that perform for brand advertisers, direct marketers, interactive agencies, and publishers.

The Ernst & Young Entrepreneur Of The Year awards program celebrates its 21<sup>st</sup> anniversary this year. Awards are given to entrepreneurs who have demonstrated excellence and extraordinary success in such areas as innovation, financial performance, and personal commitment to their businesses and communities.

Regional award winners are eligible for consideration for the Ernst & Young Entrepreneur Of The Year 2007 national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California on November 17, 2007. The national Entrepreneur Of The Year celebration is part of Ernst & Young’s Strategic

Growth Forum. The overall national Entrepreneur Of The Year award recipient is then considered for the world event held in Monte Carlo.

### Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year Awards are pleased to have Bank of America as the national presenting sponsor, as well as SAP America and the Ewing Marion Kauffman Foundation as national sponsors.

In the Central Midwest region, local sponsors include Lockton Companies, the Kansas City Star, and the law firms of Faegre & Benson LLP and Kutak Rock LLP.

### About Text-Link-Ads.com

Text-Link-Ads.com is an automated, comprehensive service that allows advertisers and publishers to profitably drive more traffic to their web sites by increasing search engine rankings through the placement of static html links on high quality, high traffic websites. Text-Link-Ads.com 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. More information on the company is available at [www.text-link-ads.com](http://www.text-link-ads.com).

### About MediaWhiz

MediaWhiz is a leading online marketing company delivering custom marketing programs that perform for brand advertisers, direct marketers, interactive agencies, and publishers. By leveraging its suite of integrated marketing services, including affiliate marketing, lead generation, email marketing, list management, display advertising, text link advertising, and search marketing, MediaWhiz is able to drive measurable results. MediaWhiz delivers more than 3 million monthly leads to more than 3,000 advertisers through its database of more than 100 million consumer email addresses and relationships with more than 20,000 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 custom online marketing programs that perform. More information on MediaWhiz is available at [www.mediawhiz.com](http://www.mediawhiz.com).

### About the Ernst & Young Entrepreneur Of The Year Awards

The Entrepreneur Of The Year<sup>®</sup> awards program was created and is produced by professional services firm Ernst & Young LLP. As the first award of its kind, the Ernst & Young Entrepreneur Of The Year<sup>®</sup> Award recognizes outstanding entrepreneurs who are building and leading dynamic and growing businesses. The program, which celebrated its 20<sup>th</sup> anniversary in 2006, honors entrepreneurs through regional, national and global award programs in over 125 cities and 40 countries.

### About Ernst & Young

Ernst & Young, a global leader in professional services, is committed to enhancing the public's trust in professional services firms and in the quality of financial reporting. Its 114,000 people in 140 countries pursue the highest levels of integrity, quality, and professionalism in providing a range of sophisticated services centered on our core competencies of auditing, accounting, tax, and transactions. Further information about Ernst & Young and its approach to a variety of business issues can be found at [www.ey.com/perspectives](http://www.ey.com/perspectives). Ernst & Young refers to the global organization of member firms of Ernst & Young Global Limited, a U.K. company limited by guarantee, each of which is a separate legal entity. Ernst & Young Global Limited does not provide services to clients. Ernst & Young LLP is a U.S. client-serving member firm of Ernst & Young Global Limited.

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