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FOR IMMEDIATE RELEASE

MEDIAWHIZ ANNOUNCES SUCCESSFUL LAUNCH OF REVIEWME

Over 4,000 Blogs have Signed Up for Service, with More Than 200 Reviews Completed

NEW YORK, NY / November 29, 2006 – ReviewMe (www.reviewme.com), a new blog advertising company created by Text Link Ads (a division of MediaWhiz Holdings), announces the successful results of its launch earlier this month: over 4,000 active unique blogs and over 200 paid reviews completed as of today.

Some of the more prominent blogs that have become part of the ReviewMe network include www.computerworld.com/blogs/blogwatch, <http://theappleblog.com>, and www.ohgizmo.com.

ReviewMe pays bloggers to write reviews of advertiser products and services. Unlike its competitors, ReviewMe requires bloggers to disclose that their reviews are sponsored, and it does not allow advertisers to influence a blogger's review.

“Our writers choose what they find interesting, so chances are a product or service review is going to be well in tune with what readers of a particular channel like, which benefits both the advertiser and blog readers,” stated Patrick Gavin, president, Text Link Ads. “Products or services created by large companies are typically reviewed by websites and blogs, but new market players find it much harder to get the word out about their products. With ReviewMe, smaller advertisers are able to receive reviews that will generate site traffic, viral buzz and invaluable feedback.”

About ReviewMe

ReviewMe is a blog advertising company that pays bloggers to write about advertiser products and services. ReviewMe requires bloggers to disclose that their reviews are sponsored and does not allow advertisers to require a positive review. Bloggers must also agree to write a minimum of 200 words per review. The company uses a sophisticated algorithm to determine a blog's value, charging advertisers anywhere from \$20 to \$250 per post. For more information on ReviewMe, visit the company's website at www.reviewme.com.

About MediaWhiz

MediaWhiz is a leading online performance marketing company. Founded in 2001, 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 United States by *Entrepreneur*. In April 2006, MediaWhiz merged with interactive marketing services company Global Resource Systems (GRS) to form one of the largest providers of online performance marketing services. Lake Capital, a private equity firm that invests in growing services companies, first invested in MediaWhiz in August 2005 and provided further growth capital for the acquisition. In November 2006, MediaWhiz acquired Cincinnati-based Text Link Ads to expand the company's online marketing services platform to include text link advertisements. More information on MediaWhiz is available at www.mediawhiz.com.

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