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A8MEDIA, A NEW PERFORMANCE-BASED ONLINE MARKETING NETWORK SIGNS FIRST CLIENTS— FNBODIRECT AND AMERICAN BOAT LISTINGS

NEW YORK CITY (Wednesday 13 June 2007) A new online performance-based marketing network, A8Media, launched today and has signed **FNBODirect**, the online banking subsidiary of the First National Bank of Omaha, as well as **American Boat Listings**, a leading online used boat classified marketplace, as advertisers.

“A8Media provides customer acquisition marketing solutions that give marketers increased accountability and predictable conversion metrics from their online advertising campaigns,” explains Scott Spielberger, EVP, Customer Acquisition. “A8Media drives results and extends the reach of clients with its network of targeted content sites.”

A8Media sites are currently live in English and expect to launch comprehensive Spanish language content in Q4 of 2007. The network will develop content-focused on specific industries and subject matters. One initial product will be financial services content focused on topics such as savings accounts, checking accounts, home equity, credit cards, and other banking products. Content will help consumers compare interest rates, fees and product features.

“In today’s highly competitive market, the name of the game is quality lead generation,” says Mr. Spielberger. “A8Media focuses on helping our clients by reaching the right audience and converting them to valuable customers. Our clients will only pay for results based on such mutually established customer acquisition goals including sign ups or actual orders, which eliminates the risk of not meeting campaign objectives.”

A8Media is providing Internet support to FNBODirect’s new online savings account marketing campaign. FNBODirect offers a competitive interest rate and is looking to build a national awareness of its products. FNBO will be featured on SavingsAccounts.com at <http://www.savingsaccounts.com>.

“Our team of experts provides risk-free, end-to-end solutions with the goal of delivering high-quality leads,” says Mr. Spielberger. “Our business model employs a highly-trained marketing staff and media optimization technology to create the most effective marketing strategies that drive potential customers to our clients. We are committed to delivering benchmark results that offer measurable and trackable performance with predictable costs.”

“As pioneers in connecting boat owners and buyers through traditional direct marketing and the Internet we are pleased with the online expertise that the A8Media executive team brings onboard,” says ABL’s Robert Kirrane.

New York-based A8Media is headquartered at 119 West 23rd Street NYC 10011, 212.989.8808 and <http://www.a8media.com>.