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GEARY INTERACTIVE'S CEO ELECTED TO SERVE ON PRESTIGIOUS IAB COMMITTEE

SAN DIEGO – March 5, 2007 – Geary Interactive, a full-service online marketing agency, today announced that president and chief executive officer Andreas Roell has been named to the Lead Generation Committee of the prestigious Interactive Advertising Bureau, the industry's leading association for interactive advertising.

"The IAB's Lead Generation Committee has been a key player in setting the standards and policies that the industry follows for lead generation," Roell said. "I look forward to working with this group of forward-thinking online marketers in this critical time when the industry is experiencing record spending."

Lead generation has become the biggest spending category in online advertising and is now an integral part of the overall online marketing programs for brands such as LowerMyBills and Vonage. According to statistics provided by the IAB; 85 percent of advertisers report that lead generation is the primary objective of their online marketing efforts. As lead generation programs continue to gain traction, advertisers are now allocating over half of their budgets for online advertising and online sales lead generation to attract new customers and achieve higher costs per thousand (CPM).

The IAB Lead Generation Committee was created in 2005 to respond to the need for a group of industry leaders to address the issues facing this emerging interactive communications channel. The Committee currently includes 50 lead generation professionals who meet regularly to identify the changing trends in the marketplace and ways to advance lead generation processes.

Since co-founding Geary Interactive in 2000, Roell has grown the company into a successful full-service enterprise with more than 50 employees specializing in web site development, online media planning and buying, search engine marketing, data analytics and e-mail marketing. Prior to establishing Geary Interactive, Roell was a co-founder and chief web strategist for Prime Player, a publicly traded sports resource that provides medicine and training information to professional and amateur athletes.

About Geary Interactive

Geary Interactive is a full-service online marketing agency that delivers strategic marketing solutions, including online marketing, web design, search engine marketing, and technology and e-commerce.

As the largest interactive advertising agency in San Diego, Geary Interactive has been recognized for the past three years by the *San Diego Business Journal* as one of the region's fastest growing private companies. Geary Interactive has produced award-winning work across a range of industries such as hospitality, education and entertainment, including campaigns for such clients as Eddie Bauer, M&T Bank, Harrah's Entertainment, and Netflix. Headquartered in San Diego, Geary Interactive also has offices in New York City and Las Vegas, giving the company a proficient national reach. For information please visit www.gearyi.com.

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| Note: Digital photos available upon request