

SmartPR[®]: enhance your business image, establish yourself as an industry expert, and receive international publicity with tens of thousands of targeted readers within 24 hours of your release.

SmartPR is a new element of the marketing mix that combines search engine optimization (SEO) and press releases (PR) to reach an audience of more than 27 million Internet news users at home and work in the United States, according to Nielsen/NetRatings. This audience includes thousands of journalists looking for stories like yours as well as millions of consumers and business buyers, enabling you to generate publicity as well as web traffic and sales leads.

SmartPR not only provides your company with global exposure within 24 hours of your SmartPR release, but our technique of providing you with a professionally written press release specifically optimized for search engines allows your press release to have exposure in the web results of many of the top search engines, including Google, Yahoo, MSN and AOL.

"In less than 2 months, we have sent out over 60 SmartPR's for our clients, generating over 5.25 million targeted readers. With precision marketing we are able to track our readers based on their country origin as well as the

keyword and search engine they found your SmartPR through." Said Tony D. Baker of Xeal Inc.

Mark Jones of the Texas Wasatch Group said; "during our SmartPR campaigns our average daily web traffic more than doubled. Our most recent SmartPR has already received over 135,000 targeted readers."

"Every so often I think to myself how glad I am to have chosen these guys" says Fraser Allport of The Constellation Group LLC. "Just last week I received a call from a television producer in Boca Raton. After about 1 hour it was decided that I will be interviewed by one of the largest nationally syndicated business news television shows in the nation by a world-renowned speaker and talk-show host. I will not only receive national exposure on television to my targeted audience, but I will be able to use the audio and video from the show in many of my promotional materials" said Allport.

- News portals from Google News, Yahoo News, MSN News, AltaVista News, AllTheWeb News, Topix.net, Feedster, to Daypop crawl our newswires.
- Your SmartPR is distributed to an internationally syndicated network of highly targeted portals and content sites that have specifically requested information about your industry.