

**NETexponent and MEA Digital Team Up
To Optimize and Grow Affiliate Marketing Program
For Leading Online Game Destination, Shockwave.com**

Shockwave.com™ , offers more than 400 online games from various genres to 20 million visitors per month

NEW YORK, (January 11, 2007) – The pairing of **NETexponent**, a leading online performance marketing agency, and top 50 interactive marketing firm **MEA Digital** has been selected by leading online games destination **Shockwave.com** to manage, optimize and grow its affiliate marketing and media partnership programs.

Shockwave.com, is a pioneer in free online gaming and downloadable games, with more than 20 million people coming to play the company's 400+ games per month. In addition to free online action, sports, puzzles and word games, Shockwave.com also offers Shockwave Unlimited™, a premiere subscription service for downloadable games which offer members no time limits, no ads throughout the site and in-game play [I do not think this is true as we have offered games with in-game ads], and a host of exclusive games. Recently Shockwave.com launched a mobile store offering a wide selection of genres tailored for entertainment on the go including action, adventure, puzzle, racing, strategy and trivia. Shockwave.com was acquired by MTV Networks in 2006.

NETexponent, based in New York, will work with MEA Digital to manage all of the client's existing affiliate programs. They will look to maximize traffic and subscriptions by working closely with Shockwave.com's existing affiliate network, as well as by leveraging the agency's database and relationships with several hundred top-performing affiliate and media partner websites. In addition, Shockwave.com's brand integrity will be protected through NETexponent's comprehensive quality assurance services.

MEA Digital, a top 50 interactive marketing strategy and services firm based in San Diego, CA, will provide Shockwave.com with ongoing market research, strategy and other marketing services.

With this move, Shockwave.com is looking to further invest in the success of its affiliate program and their affiliate partners. The company currently offers affiliates a 15% commission on each downloadable game sale. With Shockwave Unlimited, affiliates can earn up to \$9 for every new subscriber they drive to the site, including \$4 just for free trial sign up. There is no limit to how much affiliates can earn, a 30-day return policy, and an extensive selection of top text links and banner ads available. Publishers interesting in becoming affiliates should email Shockwave@NETexponent.com.

"Nielsen/NetRatings reports that more than one-third of the Internet population visit online games every month," said **Peter Figueredo**, CEO, NETexponent. "With those types of numbers in play, we believe there's an absolutely tremendous opportunity for a win-win situation where committed affiliates can generate substantial commissions by driving traffic to Shockwave.com, and the client benefits from the increase in site visitors and subscriptions."

He is confident that MEA Digital's strategic guidance, along with NETexponent's experience, unique team-based approach, category exclusivity, relationships with top affiliates, and ability to quickly scale their program and manage the quality of orders in their network, will gel as a cohesive fit to provide a successful program for Shockwave.com. "We will also provide affiliates with a greater level of service, and afford the client greater piece of mind through our quality assurance services and integrity."

"First and foremost, MEA Digital will focus on delivering strategic insight to ensure Shockwave.com achieves its online marketing goals," said **David Herscott**, president, MEA Digital. "One of the key components in this strategy will be management of the client's affiliate program, and we are excited to work closely with NETexponent in this venture."

NETexponent is proud to add Shockwave.com to its roster of clients that includes other top brands such as American Express, The Financial Times, Audible.com, The Wine Enthusiast, Back To Basics Toys, Puritan's Pride, and others.

About Shockwave.com

The Shockwave® website (www.shockwave.com) is the world's leading destination for online games, serving a large, loyal audience the best in free interactive entertainment since 1998. Shockwave.com has a library of more than 400 games including action-packed arcade-style games, jigsaws and puzzle games, multiplayer games, downloadable games and more. Shockwave.com is a service of MTV Networks, following MTVN's September 2006 acquisition of Atom Entertainment, Inc. online games

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About MEA Digital

MEA Digital is a top 50 interactive marketing strategy and services firm based in San Diego, CA. It is focused on providing clients with extraordinary results through the design and development of innovative web applications, online advertising, lead generation and retention programs. MEA Digital's services feature award-winning creative, web media, search marketing, email marketing/eCRM, and campaign analytics. We are proud to work with each and every one of our clients, including Toshiba, Oakley, Mitsubishi, Odyssey Golf, Kyocera Wireless, Openwave and Chopra Enterprises, among others.

NETexponent (www.NETexponent.com) is an online performance based direct marketing agency based in New York that builds custom partnership networks for efficiency driven advertisers. Founded in January of 2001, the metrics-driven firm leverages nearly a decade of management experience in structuring win-win, performance-based deals with online publishers ranging from affiliate marketing programs to integrated media partnerships to search marketing campaigns, and focuses on efficiently acquiring the most valuable customers for their clients. NETexponent is committed to being the industry's most efficient and ethical

performance marketing agency, continually evolving to address changing market conditions and client needs.