



## FOR IMMEDIATE RELEASE

### Chasing Savings, LLC's AdLogix™ Platform Launch Announced

**ATLANTA, GA (October 25, 2010)** – Following 12 months of development and field-testing **Chasing Savings, LLC** announces the release of **AdLogix™**, a comprehensive, turn-key suite of digital advertising and online couponing tools for daily metro and weekly community newspaper publishers who seek a competitive alternative to the crowded field of online coupon providers.

The **AdLogix™** platform is the newspaper industry's most powerful and comprehensive outsourced campaign management solution, providing newspaper publishers and their sales teams a complete arsenal of cost-effective revenue generating tools.

"The **Chasing Savings, LLC** team is pleased to be offering newspaper publishers a one-stop solution for their advertisers currently unavailable through any one source. Today's publishers often do not have the internal technology or financial resources to build these tools in-house in order to stay competitive," said Michael K. Holland, Co-Founder and CEO of **Chasing Savings, LLC**.

**AdLogix™** is a fully hosted, turn-key platform, including:

- Online Digital Coupons
- Search and Keyword Targeted Banners
- Interactive Advertiser Profile (IAP) Mini Site with Search Engine Optimization
- Directed Marketing Campaigns from the Platform's Consumer Demographics and Behavior Metrics
- Geo-targeted Search Engine Campaigns (Google, Yahoo, Bing, and Social Media)

Additionally, CEO Mr. Holland announced the appointment of Myles M. Fuchs to the Board of Directors of **Chasing Savings, LLC**. In addition, Mr. Fuchs will be directing the sales and marketing efforts of **Chasing Savings, LLC**. "Our Board of Directors, co-founders and I are very confident that Myles' knowledge of and experience within the newspaper, publishing and advertising industries will be extremely beneficial to both our customers and our success." Mr. Holland continued, "I welcome him to the **Chasing Savings, LLC** team and truly looking forward to working with Myles as we provide the industry's most powerful brand and product offerings."

For more information about **Chasing Savings, LLC** and the **AdLogix™** platform please visit

<http://www.chasingsavings.com>

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