myGeek

Press Release

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Title: myGeek Launches New API

Sub-Title: API offers seamless access to myGeek's advertiser account management system

PHOENIX – May 15, 2006 – myGeek (www.mygeek.com), one of the largest keyword-targeted, site-specific advertising networks, today announced the release of a new API that allows advertisers, ad agencies and publishers to more efficiently manage their myGeek advertising accounts with 3rd-party or proprietary bid management solutions.

The new API provides seamless access to myGeek's AdOn Network account and bid management functionality. Features of the API include:

- Ability to create and update advertiser accounts
- On-demand access to data retrieval and updates
- Data exchanged via secure XML data feed

"The launch of this API is another critical step in providing our advertisers the essential tools and support that they need in order to meet their online advertising revenue goals and objectives," said Chad Little, CEO of myGeek. "As the online advertising space continues to grow and evolve, the needs of our advertisers have become increasingly sophisticated and tools like our API interface are becoming a necessity for their success and for myGeek to continue to build and maintain a competitive advantage."

The API allows advertisers and agencies to access the AdOn Network's account management and bid management tools using their own proprietary solutions or licensing 3rd-party applications without ever having to go log into the AdOn Network website. In addition, setup requires minimal effort for the advertiser and only takes 1-2 days to activate.

About myGeek

myGeek is one of the largest Keyword-Targeted, Site-Specific Adverting Networks online, providing quality traffic to Advertisers on a Cost-Per-View (CPV) and Cost-Per-Click (CPC) basis. myGeek also provides innovative solutions that maximize revenues for Publishers and Agencies. myGeek's advertising solutions include AdOn Network and AdOn Direct. AdOn Network delivers quality search and Internet traffic to Advertisers from over 5.5 billion searches and 155 million users each month. AdOn Direct is a one-stop, client-branded ASP solution which allows Publishers and Agencies the ability to maximize their advertising revenues by creating and maintaining their own CPV and CPC advertiser accounts. Founded in 1999, myGeek is a venture-backed company, based in Phoenix, Arizona. For more information, visit www.mygeek.com.

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