

For Immediate Release

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MITTCOM PARTNERS WITH NETELIXIR TO OPTIMIZE PAID SEARCH ADVERTISING AND EXPAND ONLINE MEDIA BUYING CAPABILITIES

Media and Marketing Services Company Utilizes NetElixir to Benefit its Advertising and Marketing Clients

Newton, Massachusetts (January 15, 2007) - Mittcom, a full service marketing, advertising and media group, today announced a partnership with search engine marketing solutions company, NetElixir. Through the partnership with NetElixir, Mittcom's local and national clients will gain full-service, 24x7 management of pay-per-click search marketing campaigns, providing optimal and predictable returns on their search marketing dollars.

NetElixir will also benefit Mittcom clients by offering click fraud protection, a growing concern in the online advertising industry. Because of interrelated and constantly changing variables such as keyword selection and matching, ad grouping and placement, ad copy tailoring and landing page design, NetElixir's 24/7 operational support will prove to be an unmatched benefit to Mittcom clients. NetElixir is able to provide these services in an integrated manner through the use of their proprietary integrated PPC Management platform.

"Click advertising is one of the fastest growing elements within the broad advertising world," said Bruce Mittman, president and CEO of Mittcom. "We believe that our partnership with NetElixir will give our clients access to the best pay-per-click marketing technology and the ability to continually track and analyze results."

About NetElixir, Inc.

NetElixir makes Paid Search Advertising work for marketers. NetElixir combines proprietary optimization technology and methodical operating processes to offer full-service 24x7 management of pay-per-click search marketing campaigns, providing clients with optimal and predictable returns on their search marketing investment. For more information, contact Bruce Mittman at bmittman@mittcom.com.

About Mittcom

Mittcom is a full service marketing, advertising and media group. Through a process of rigorous, hands-on analysis Mittcom develops strategies to overcome obstacles and create a blue print for their clients' growth. The company uses the most experienced people to create break-through solutions and help leverage client resources, all to deliver what matters most — viability, clear communication, permanence and profits. For more information, visit the Web site at www.mittcom.com.

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