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## AD|MAX Merchants To Receive “RaveReviews!”

**SANTA ANA, CA. July 31, 2002 /PRNewswire/** -- AD|MAX Media Solutions managing advisor, Lynnea Bylund, announced today that the Company has secured an arrangement whereby its merchant marketing clients will receive website-based “streaming testimonials” to be provided by RaveReview.biz.

“Word of mouth advertising is by far the most powerful method of motivating future customers”, asserts RaveReview.biz founder, Brett Duncan. Integrating audio streaming with a bold user interface, a ‘RaveReview’ captures live testimonials and features them on the Internet utilizing eye catching visual content, graphic animation and video. “A visual and a voice are worth a thousand impersonal web pages according to Entrepreneur Magazine’s February 2002 issue,” adds Ms. Bylund.

Additionally, the parent-company of RaveReviews.biz, has been commissioned to produce AD|MAX Tv and radio commercial needs, beginning with a 30 second cable spot intended to drive Southern California eyeballs and new customers to the AD|MAX affiliate web portals and merchant exposure offerings, as well as to merchant clients’ own RaveReviews. “RaveReview.biz is a valuable addition to the AD|MAX merchant marketing arsenal,” proclaims Ms. Bylund.

Uniquely, AD|MAX’s procurement of video and Internet media was accomplished almost entirely utilizing the cashless ‘trade-exchange’ system of Bartercard, of which both organizations are members.

Primarily benefiting Southern California merchants by increasing customer flow, the AD|MAX unified-media approach combines quality exposure elements of both a local and worldwide Internet portal presence, along with local cable and radio spots, residential direct mailings, and barter-exchange commerce and economics. Strategic partners and media providers to AD|MAX now include Cox Cable, JustOC.com, Yellowpages.com, RaveReview.biz, BartercardUSA, and Springboard Capital Corporation, the Santa Ana based investment and venture development firm with an exclusive portfolio of unique ‘first-mover’ advantaged client companies.

Southern California merchants and other small business operators are invited to contact AD|MAX c/o Catalyst House for a full description of its unified-media exposure system.

**RaveReview.biz** is a subsidiary of VisualStudios, a 7-year old company specializing in the production of impactful infomercials and broadcast advertising, located in Newport Beach, CA. For more information on RaveReviews and VideoSolutions go to [www.RaveReview.biz](http://www.RaveReview.biz).

**Bartercard**, a recent transplant in the USA, is an Australia-based B2B trade network, representing more than 50,000 participating member-businesses in 13 countries and a total trade-volume of nearly one billion dollars annually. Visit Bartercard at [www.bartercardusa.info](http://www.bartercardusa.info)

**ADJMAX** is a unit of **Catalyst House, Inc.**, a Las Vegas based international strategic-teaming consultant and Springboard Capital Corp. affiliate - services that Catalyst House arranges for its clients include broker-dealer and capital formation introductions, business opportunities, buyer and distributor relations, introduction of prospective strategic partners and affiliates, and debt, equity, and hybrid business finance. Since its inception in the late 20<sup>th</sup> century, Catalyst House associates have assisted in the provision of over \$30 million in debt and equity to emerging technology and sustainable enterprise businesses.

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