



PRESS RELEASE

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AD|MAX Unveils Orange County 'Super Portal'

OC is 'Ground Zero' for Next-Generation Convergence of Bundled Merchant Media, e-Commerce, and Barter!

Dana Point, Ca. April 17, 2006 /CAT eNEWS/ -- Catalyst House, Inc. managing director, Lynnea Bylund, announced today that her Company's AD|MAX Media unit has launched a new Web-based community directory to serve the Orange County California region. Called 'LocalTender.com', the new site is a veritable 'super portal' for local shopping values and savings, local search, local news, local food and entertainment... essentially LOCAL EVERYTHING in Orange County!

"The LocalTender.com OC portal affords an incredible convenience for Orange County residents and visitors alike, providing a wealth of information that can be found at no other single OC-directed website," states Ms. Bylund. From local merchant values and product discounts, to restaurant coupons and delivery, local events, local entertainment, local facts, local news-weather-sports-recreation, 1000s of current local classifieds, and a robust online business directory that contains virtually every business and 'yellow page' listing in the region in a simple immediate search format. "Visitors to LocalTender.com beta site can find savings, values, and virtually anything and everything having to do with Orange County and beyond. Its local search made easy!" emphasizes Ms. Bylund.

Primarily benefiting Southern California merchants by increasing customer flow, the AD|MAX bundled merchant media solution, which now includes LocalTender.com, combines quality exposure elements of both a local and worldwide Internet portal presence, along with local cable and radio spots, residential direct mailings, yellow pages, and barter-exchange commerce and economics.

According to Ms. Bylund, "AD|MAX has created a hybrid of existing industries and media with a unique value-added integration embraced within an entirely new business model. The AD|MAX unified-media solution affords a generous value-added integration of several proven merchant media products including TV, radio, direct-mail, print, Internet, and now LocalTender.com, priced well within reach of most small businesses."

She adds, "The LocalTender OC portal is now the 'anchor' to which all other AD|MAX merchant media is tethered. From this point forward AD|MAX merchant commercials and advertisements - TV, radio, and direct mail, along with a host of new media offerings, will invariably include a clear and distinct secondary message: Go to LocalTender.com!"

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“The AD|MAX business plan and strategy is the result of 3+ years of planning and development. Its uniqueness is underscored by its embrace of barter, its proprietary direct sales system, and now its OC local search and info ‘super-portal’, LocalTender.com.”

Strategic partners and media providers to AD|MAX and its LocalTender.com local search portal now include: Cox Media; Premier Guide, North America’s largest and fastest-growing network of private-label local search sites; ITEX Barter Payment Systems; Matchbin, the next-generation online Community Marketplace; Creditz, the fast-growing merchant loyalty system; XO Barter Software of New Zealand; Techspeed Software Solutions; XRAYMEDIA; and Springboard Capital Corporation, the Newport Beach-based investment and venture development firm with an exclusive portfolio of unique ‘first-mover’ advantaged client companies.

“Orange County, long-established for its innovative and vital small business sector, is a prime region to fully establish this all-in-one combined campaign and to bring local businesses together with increased numbers of local consumers. And now, with LocalTender.com as the exclusive Internet marketplace to which all other AD|MAX media is tethered, the ADMAX unit may proceed towards full implementation of its OC-based franchise-prototype,” stated Ms. Bylund.

About AD|MAX & Catalyst House:

AD|MAX is a unit of Catalyst House, Inc., an international strategic-teaming consultant and Springboard Capital affiliate. Catalyst House Founder and President, Lynnea M. Bylund, who is also a founder of Springboard Capital, previously served at the behest of Congressman Tom Reynolds (R-NY) as an Honorary Chairwoman of the National Republican Congressional Committee’s Small Business Advisory Council (‘SBAC’). In 2005 Ms. Bylund was one of only 12 women selected nationally to receive SBAC’s Business Woman of the Year Award. Since its inception in the late 20th century, Catalyst House associates have assisted in the provision of over \$30 million in debt and equity to emerging technology and sustainable enterprise businesses.

OC merchants and other small business operators are invited to contact AD|MAX for a full description of the multi-stream merchant marketing system, and/or for enhanced placement on LocalTender.com, by calling AD|MAX Merchant Media at 949-443-0096 or by email to info@admax.tv.

“Go to LocalTender.com!”