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AD|MAX Retains TVA Capital

Dana Point, CA. May 30, 2006 /CAT eNEWS/ -- Catalyst House, Inc. managing director, Lynnea Bylund, announced today that her Company's AD|MAX Media unit has entered into an exclusive representation agreement with investment banking innovator TVA Capital whereby TVA will provide strategic capital formation representation, and related business development and investment advisory.

"Having TVA as our strategic capital representative kicks the AD|MAX business plan and commencement into high-gear," states Ms. Bylund.

"TVA is enthusiastic about AD|MAX because it has created a hybrid of existing industries and media with a unique value-added integration embraced within an entirely new and exciting business model," according to TVA's managing member, Elliot Reiff.

This announcement comes on the heels of news earlier this month that AD|MAX had launched a new Web-based community directory to serve the Orange County California region. "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.

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.

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 Cashless Payment Systems; Matchbin, the next-generation online Community Marketplace; Creditz, the fast-growing merchant loyalty and digital rewards 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.

According to Ms. Bylund, "The AD|MAX unified-media solution affords OC merchants a generous value-added integration of several proven marketing solutions and media products including TV, radio, direct-mail, print, Internet, and now LocalTender.com, priced well within reach of most small businesses."

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About AD|MAX & Catalyst House:

AD|MAX is a unit of Catalyst House, Inc., an international strategic-teaming consultant and a Springboard Capital Corporation founder and affiliate. Catalyst House President, Lynnea M. Bylund, serves 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.

About The Venture Alliance and TVA Capital

The Venture Alliance of Newport Beach, CA. is an innovative investment banking group that was founded for the purpose of facilitating the flow of national capital into promising US-based companies by screening and introducing qualified deals available to accredited individuals and institutions. Few companies know more about what professional investors are looking for than TVA. TVA, and its broker-dealer affiliate TVA Capital, has assembled a national network of investors who depend on TVA's patented rating system to help them sort through myriad requests to find the very best opportunities. Using that network, along with the enormous body of knowledge it's built over the past five years evaluating thousands of companies, TVA has helped hundreds of its clients get funded and has over \$5 billion in capital available for investing.