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AD|MAX Holds Successful Equity Seminar, Partners with Innovative Brands International

Dana Point, CA. July 25, 2006 /CAT eNEWS/ -- Catalyst House, Inc. managing director, Lynnea Bylund, announced today that her Company's AD|MAX Media unit's first equity seminar was a success, and that the Company simultaneously consummated an exclusive strategic partnership with Innovative Brands International, LLC.

The AD|MAX equity investment seminar, which was hosted by TVA Capital on Thursday evening, July 20th, at the beautiful Shady Canyon Golf Club in Irvine, California, was well attended by angel investors, strategic partners, and AD|MAX clients, and featured presentations by both TVA and AD|MAX management followed by refreshments and southwest-style cuisine.

Primarily benefiting Southern California merchants by increasing customer flow, the AD|MAX bundled merchant media solution 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, "The AD|MAX unified-media solution affords local merchants a generous value-added integration of several proven marketing solutions and media products including TV, radio, direct-mail, print, Internet, and mobile text-message promotion, priced well within reach of most small businesses."

"The AD|MAX investment presentation generated surprising results and the consummation of a strategic partnership with Innovative Brands International is a further vote of confidence that the AD|MAX Media merchant advertising program is being recognized by established media players," observed Ms. Bylund.

"Innovative Brands International is aggregating and developing unique companies, brands, media, technologies, and events, and holds in development, unique media that ADMAX recognizes as advantageous for its local merchant marketing plan," adds Innovative's CEO Ron O'Farrell.

Other notable attendees present at the Shady Canyon event included TVA's managing member, Elliot Reiff; SmartSMS Corp. CEO Gordon Lee; John Tripp, president of Howland Worldwide; Donna Deutsch, Executive Director of Education Telecommunications Group, LLC.; and Jason Davis, scion of the Davis Family and grandson of the late energy and media billionaire, Marvin Davis.

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About Innovative Brands International.

Innovative Brands International Media Group, LLC is a media marketing and creative services group that has developed numerous proprietary media programs. As an international media, marketing and creative brand services organization, Innovative Brands International designs and develops innovative media strategies and operates proprietary media campaigns and creates unique vertical market growth opportunities and global media campaign exposures that benefit it's clients and sponsor organizations by offering offsets to advertising costs while broadening the reach and effectiveness of the entire campaign.

About TVA Capital

TVA Capital, LLC of Irvine, 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. TVA Capital and its affiliate, The Technology Venture Alliance, assist companies seeking capital - providing a one stop shop for assessing and fine tuning clients' value proposition and, when ready for presentation to professional investors, represent those clients in executing the most appropriate transaction.

About AD|MAX & Catalyst House:

AD|MAX is the media unit of Catalyst House, Inc., an international strategic-teaming consultant and Springboard Capital Corporation co-founder and affiliate. Catalyst House President, Lynnea M. Bylund, currently serves at the behest of Committee Chair 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 prestigious 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. Strategic partners and media providers to AD|MAX and its bundled media and marketing solutions array now include: SmartSMS™ Corp.; Innovative Brands International; Cox Media; Premier Guide; ITEX Payment Systems; Matchbin; XO Software; Techspeed Software Solutions; XRAYMEDIA, Inc.; Springboard Capital Corporation, the Orange County-based investment and venture development firm with an exclusive portfolio of unique 'first-mover' advantaged client companies; and TVA Capital, LLC, an Irvine-based investment banking group.

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