Press Release

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Contact: **Lynnea Bylund**
PHONE: 888 625 3995
FAX: 954 337 2662
EMAIL: lynnea@catalysthouse.com
URL: www.catalysthouse.com

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Catalyst!House™ To Represent Sir Robert Geldof's New 'Liberty Bloom'

November 3, 2002 Las Vegas, Nevada -- LibertyBloom.com, a new company that has developed a peer to peer e-marketing technology designed to join independent micro-businesses worldwide into one large profitable organization, has entered into strategic agreement to be represented by Catalyst!House™ in diverse areas from capital formation to strategic partnership evaluation and marketing.

"Liberty Bloom will set a new precedent, by giving micro-businesses - the largest workforce on the planet free entry level e-commerce and free e-marketing technologies needed to attract eyeballs and revenues," states Co-Founder and CEO Dr. Phil Harrington

Liberty Bloom has developed Leadshare™ a peer-to-peer marketing technology designed to enable the development of a completely scalable "small business ecology" of millions of entrepreneurs. There are currently in excess of 100 million websites. The vast majority of these do not have e-commerce or e-marketing tools. Liberty Bloom not only gives them Free entry-level e-commerce, but in addition it gives them the technology and incentive to drive traffic to each other.

"Our goal is to make a high-end, second-generation customer relationship management system available to everyone -- a "Napster" environment for micro-business, except that it's legal. We are sharing our own copyrights based on collaborative revenue sharing," Geldof added.

Liberty Bloom will make money through a small percentage of all that's sold, upgrades, advertising revenues and licensing fees. Liberty Bloom offers the tens of millions of micro-businesses the technology to 'capture and keep' a business audience at no initial cost.

Liberty Bloom has begun to raise $5 million for its Series B round and is primarily focusing on investment from strategic partners. This round which will remain open until August 2003, is being raised in a tiered manner. Shares are offered at 50 cents each for the first one million shares issued and will increase to $2.00 each after four million shares are issued.

Liberty Bloom's CEO, Dr. Phil Harrington, is an Irish born businessman and graduate of the Royal College of Surgeons in Ireland. Dr. Harrington has spent the past ten years immersed in the world of Internet technology. He contributed to the growth of Earthlink Sprint after founding the largest independent consumer

electronics company in Ireland. Harrington has successfully placed investments in film, television and information technology.

Sir Bob Geldof, a fellow Irishman, is one of the most successful businessmen in the UK. He is co-owner of the international hit TV show "Survivor," and was the force behind Live Aid. He has been nominated three times for the Nobel Peace prize. Geldof, was the lead singer of the Boomtown Rats, and is now a platinum solo artist. Among Geldof's recent business triumphs were the sale of his television company Planet 24, and his Internet company, Deckchair.com. He recently floated his entertainment company Ten Alps Broadcasting on the UK AIM stock exchange.

Catalyst!House™, a closely-held affiliate of Springboard Capital Group, is an international strategic-teaming consultant – 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. Catalyst!House™ is dedicated to building, expanding, and maintaining global markets for small and medium-sized enterprises with an emphasis on emerging technologies and sustainable enterprise. Since its inception in the late 20th century, Catalyst!House™ Associates have assisted in the provision of over $25 million in debt and equity to emerging technology and sustainable business enterprises.

A Catalyst!House™ newsletter and client portfolio is available on request.

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