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Wednesday, January 2, 2008



Online E-Commerce Network Enters Into Agreement With Boutique Ad Rep Firm

dash Media Networks signs on with Media Mayhem for online ad sales representation.

Los Angeles, CA -- January 1, 2008 – dash Media Networks (www.dashmedianetworks.com) announced today that it has entered into an agreement with Media Mayhem for advertising representation on three of its top websites. The agreement enables Media Mayhem to offer specific dash Media Networks websites to its client base of large branded advertisers.

Under the agreement, Media Mayhem`s advertisers will have access to the dash Media network websites Strategy Guides Online (www.strategyguidesonline.com), The SciFi Store (www.thescifistore.com), and The Money Books (www.themoneybooks.com). For dash Media Networks, this agreement opens up an additional sales channel and provides supplemental revenue by making dash Media Networks inventory available to advertisers who want to reach specific highly targeted audiences.

According to Media Mayhem`s Jeff Chi, "It can be a perfect fit for Media Mayhem Corporation to handle online ad sales for dash Media Networks. We think we have a great opportunity to work with each other. We have a ton of brand advertisers that would love the audiences for these sites."

For dash Media Networks, the move is part of a larger initiative to expand opportunities for large branded advertisers to reach its niche and highly targeted audiences. dash Media Networks will continue to add new e-commerce and social network related websites to its network in order to create additional ad inventory in a variety of loosely related genres. These efforts are expected to produce many new advertiser opportunities and steady gains in network revenue.

About dash Media Networks:
dash Media Networks is a collection of broad and niche oriented e-commerce and social networking outlets focused on products and communities in the range of technology, consumer electronics and other high growth potential sectors.

About Media Mayhem:
Media Mayhem Corporation is an all-in-one digital advertising company for advertisers, agencies and publishers. It has proven to be one of the fastest growing online ad representation firms representing over 150



When
is it
good
enough?

quality websites in niche verticals.

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