



News Release

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Sunshine Pages Partners with Boomdash to Enable Local Businesses to Advertise Online

Local Internet and mobile advertising available to thousands in Southeastern United States

Orlando, Florida, April 24, 2008 – Boomdash, LLC, a new innovative provider of online marketing solutions to local businesses announced today its partnership with Sunshine Pages a leading yellow page publisher for the Southeastern United States. The partnership will allow Sunshine Pages' advertisers to advertise online and on mobile phones.

Advertisers with local directory publishers are requesting new media advertising opportunities. Meeting this demand can be time consuming and costly. Boomdash offers publishers a simple, low cost solution to provide what the advertisers want most—to be found by their customers when they search on the Internet.

"We are enthusiastic about our partnership with Boomdash and to be representing **Boomdash Reach & Go** in the Southeast Louisiana and Mississippi Gulf Coast," said Pemmie Sheasby, General Manager of Sunshine Pages. "As an independent directory publisher, we act as the trusted marketing advisor to our local businesses. In fact, for many of these companies we are their only advertising resource. What we needed is a simple and affordable way to address our advertiser's online marketing needs and that is precisely what Boomdash offers us".

Boomdash Reach enables businesses to create, manage and publish online ads with major Internet Search Engines based on a monthly budget they establish. Additionally, **Boomdash Reach** includes a proprietary ad optimization tool that monitors performance and automatically makes adjustments to the ad creating a more effective marketing campaign.

Boomdash Go creates a dynamic web presence for small businesses whether or not they already have a web site. Specifically, **Boomdash Go** includes a click-to-call button that enables potential customers to easily make a phone call to the business with the click of a mouse. In addition, **Boomdash Go** offers a mobile coupon solution that sends promotional coupons directly to the customer's mobile phone.

"It is not enough for publishers to just put an electronic copy of their print directory online," said Cesar Nerys, Founder and CEO of Boomdash, LLC. "Customers prefer using sites like Google and Yahoo to find local businesses. That means any solution you offer has to work in that realm."

Boomdash offers its **Boomdash Reach and Go** solution exclusively through the sales channel small businesses value and trust—independent local yellow page directory publishers. This benefits both sides by allowing local businesses to work with a partner they already know and trust while helping local publishers build new revenue.

About Boomdash

Boomdash helps local companies attract and convert online prospects through new media channels. By partnering with independent publishers Boomdash can help local companies do business and gain visibility online. Boomdash is headquartered in Ann Arbor, Michigan. More information is available at www.boomdash.com

About Sunshine Pages

SunShine Pages is a leading local yellow page publisher of 13 directories distributing to more than 1.7 million homes and businesses throughout Southeast Louisiana and the Mississippi Gulf Coast. Visit the company at www.sunshinepages.com.