

NEWS FACTS AND BENEFITS

- Boston-based Marketing Matchup is a free online matching service that uses a mathematical algorithm to effectively connect marketing firms to potential clients.
- There have been over 15 reviews conducted by clients in the past 90 days, representing approximately up to \$1,650,000 in fees services from a variety of industries.
- There are over 5,000 marketing, PR, direct marketing, advertising agencies firms that have posted their ideal prospect criterion, company biographies, work samples and profiles within the application, and get contacted by prospects if there's an equal match value of clients.
- The Marketing Matchup database scores and ranks potential "matches" and presents the client with a list of qualified firms to contact for further negotiations. No client information is revealed, unless the client has agreed to release their information.
- Marketing firms (ad agencies, interactive firms, graphic design shops, pr firms and more) have a variety of different membership options and get an unlimited amount of matches during their membership period.
- Paid memberships for service providers range from \$50/month, \$479/year and \$399/2 years, which provides the additional benefit of adding and editing rich content to their agency profile as many times and as much as they would like. Profiles can include but not limited to executive bios, creative samples, case studies, industries served, and services that they provide.
- Unlike most agency directories, which merely act as a "yellow pages" listing of marketing firms, only Marketing Matchup instantly matches clients with qualified marketing firms.
- Marketing Matchup is an independent service which does not ask members for a percentage of any business transaction or conduct costly agency reviews.
- Marketing Matchup launched as a beta in July, 2008. Since January, and at the date of news release, the site has outperformed its peers for the following categories:
 - Page Visits: 95.42%+
 - Page Views: 41.23%+
 - Average Time on Site: 120.71%+
 - New Visitors: 18.67%+
- Over 1,000 creative work samples to view.
- Ability to post reviews and comments about marketing vendors by clients and agencies.
- Clients to search using up to 400 different characteristics.
- In addition, Marketing Matchup has a blog, <http://marketingmatchup.blogspot.com> that provides a variety of tools and advice for both agencies and clients on ways to efficiently and accurately conduct an agency review process.