



Web Ad.vantage, Inc.

"Internet Marketing Strategies that Drive Results"

- Corporate History -

Web Ad.vantage was founded in April 1998 with the original goal of creating cooperative print ads to promote web site urls, for which it received national recognition. Since that time, the company has evolved into a full-fledged emarketing agency, one that specializes in results-driven, direct response strategies using the Internet. In 2001, Web Ad.vantage began trading as WebAdvantage.net, and most recently, the company's web site was selected by *Forbes* magazine as one of the best B2B sites for media & advertising.

WebAdvantage.net's direct response strategies are concentrated in five key areas: Acquisition, Retention, Awareness, Optimization, and Conversion. Implementation of such strategies may include services such as web site and competitive site analyses, online advertising and pay-per-performance campaigns, email marketing, digital public relations, and search engine optimization, among others. Its portfolio of clients includes both consumer-oriented and business-to-business web sites. Some of its clients to date include Consumer Reports, Johns Hopkins University, The George Washington University, Nature Made Vitamins, Custom Direct Incorporated, Macy's, and the National Alliance for Mental Illness.

Web Ad.vantage is geographically located in Aberdeen, Maryland and in cyberspace at www.webadvantage.net.