

CANADIAN MEDIA AGENCY REVOLUTIONIZES MEDIA BUYING FOR MORTGAGE ALLIANCE AND ITS 1800 BROKERS

DENNEBOOM MEDIA, THE INNOVATIVE CANADIAN OWNED MEDIA PLANNING AND BUYING AGENCY, ANNOUNCES THE IMMINENT LAUNCH OF ITS INDUSTRY-CHANGING SELF-SERVE MEDIA BUYING APPLICATION FOR MULTI-AGENT COMPANIES, FRANCHISES AND DEALERSHIPS

Toronto: Denneboom Media, the Canadian owned and operated media planning and buying agency renowned for pioneering the concept of selling advertising media through the internet, announced today that it will launch its self-serve, web-based advertising dashboard for Mortgage Alliance, the largest independent mortgage brokerage in Canada. Expected to launch later this month, the *Mortgage Alliance Advertising Dashboard* is an advanced online application that harnesses the buying power of over 1800 professionals (including over 80 franchise) and allows them to instantly plan and buy their own advertising, nationwide, at discounted rates.

Mortgage Alliance, a valued client of Denneboom Media, required a quick and easy way to help their brokers across Canada achieve their advertising goals while reducing both time and money spent. "Mortgage Alliance knows that their brokers have the best mortgage expertise but recognized that planning and buying advertising requires a different set of skills," said Denneboom Founder & President Jack Denneboom. "The process of buying media is complicated and time consuming, involving hours of research, numerous emails, phone calls and often a great deal of frustration. With our application, a task that once took several hours over several days can now be done online in less than five minutes."

In addition to the speed and ease of booking ads, the brokers are getting great deals as Denneboom has negotiated discounts of up to 60% off. "Newspaper organizations across the country recognized the value in self-serve media buying and were quick to jump on board. To date, we have over 500 daily and weekly newspapers offering discounted rates to Mortgage Alliance brokers through the web-based application," added Mr. Denneboom.

The application has limitless benefits for multi-agent organizations currently planning and buying media. "We are confident that our Advertising Manager application can effectively be used by real estate companies, insurance brokerages, car dealerships, investment advisors, franchisees and other similar multi-agent organizations to plan and buy media in a more efficient and simplified manner," concluded Mr. Denneboom.

"Our Mortgage Professionals can now benefit from the best negotiated rates in the widest selection of publications right across Canada," said Mortgage Alliance Brand Champion Louie Bettio. "Denneboom Media over-delivered on our expectations and have given Mortgage Alliance and our national network of professionals a true marketing advantage in this country," said Mr. Bettio. As of today, over 200 Mortgage Alliance Professionals

have already registered to use this groundbreaking service well in advance of its formal launch on January 21st.

About Mortgage Alliance

As the largest independent network of Mortgage Professionals in Canada, Mortgage Alliance has a simple mission and vision. The company has achieved national presence through the recruitment and development of entrepreneurial people. Mortgage Alliance strives to provide the optimum environment and resources, enabling a national team of mortgage professionals to deliver Choice, Convenience and Counsel to mortgage consumers.

www.mortgagealliance.com

About Denneboom Media

Denneboom is an independent Canadian owned and operated media agency with a team of senior media professionals that offer both full-serve and self-serve media planning and buying. Clients include AGO, Bacardi, Dr. Bernstein Diet Clinics, Telehop, Swiss International Airlines and Mortgage Alliance.

www.denneboom.com

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For more information or to set up an interview with an executive from Denneboom Media or Mortgage Alliance, please contact:

William Lopez / T: 905.553.5740 / william@ybimc.com