



## **LOCAL COMPANY LEADS CHARGE INTO NEXT GENERATION OF ADVERTISING**

### **- CotterWeb Enterprises discusses online marketing trends at Needham & Company Conference in NY; plans to hire 20-30 more employees**

**Mendota Heights, Minn. – August XX, 2007** – Locally based CotterWeb Enterprises has quietly become one of the largest players in the online loyalty marketing sector by providing exceptional service to its more than 3.5 million members and by pioneering the pay-for-performance model of online advertising for its clients.

During the recent Needham & Company Internet Services and Digital Media Conference in New York, CotterWeb was invited to shed light on the major trends shaping the online marketing services sector, which is dominated by public companies like Google, Yahoo, Microsoft and ValueClick. This highly regarded conference brought together investment bankers and money managers looking for the next big thing with 38 leading companies in the Internet services and digital media sectors.

“We offer our members the opportunity to be rewarded for their online activity, while providing a tremendous value to our advertisers by enabling them to reach our members with targeted, performance-based advertising solutions,” said Daren Cotter, Founder and Chief Executive Officer, CotterWeb Enterprises. “Our programs are permission-based, which means all of our members choose to participate. We leverage the power of the Internet to provide advertisers and marketing research firms a more efficient means to reach consumers than by direct mail or phone. Our breakthrough approach is built on the pay-for-performance model where advertisers only pay for results that meet or exceed their expectations.”

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Founded in 2000 as a dorm-room start-up, CotterWeb develops and offers online loyalty marketing programs through its Web properties InboxDollars™.com and SendEarnings™.com, two of the leading online loyalty marketing Web sites in the U.S. Through both sites, members are given the opportunity to be rewarded for engaging in various product and service trials, marketing research surveys and other online activities, such as shopping and playing games. Unlike the majority of online loyalty marketing programs that reward their members with points, CotterWeb rewards its members with cash – producing highly motivated, extremely responsive and loyal members that actively promote the CotterWeb brand.

“Our business model has been successful from the start,” said Cotter. “Now we are ready to build on our history of strong and profitable growth by continuing to add top talent to our team. In the last year our team has grown from less than 10 to more than 20 and our projections are to hire 20-30 more people in the next 16 months.”

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CotterWeb Enterprises is a leading provider of online loyalty marketing services through its Web properties InboxDollars.com and SendEarnings.com. CotterWeb provides more than 3.5 million loyal members the opportunity to be rewarded for participating in various product and service trials, marketing research surveys and other online activities, such as shopping and playing games. The company provides advertisers and marketing research firms an efficient means to reach a targeted online audience and to pay only for performance that meets or exceeds their expectations. CotterWeb is a privately held company that has been self-funded and profitable since its founding in 2000.

InboxDollars™ and SendEarnings™ are registered trademarks of CotterWeb Enterprises.