

EXECUTIVE TEAM

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The Booyah Agency
A Division of Booyah Networks

Troy Lerner—Director

Troy joined Booyah Networks in the summer of 2005. Charged with building an online marketing agency, Troy leveraged his expertise and industry contacts to form a team of sophisticated veteran online marketers. Troy oversees the agency's hiring and management as well as the strategic direction of marketing campaigns through search engines (Google, Yahoo, etc), email, co-registration and interactive media. Troy's team of "big agency" veterans develop, implement and optimize marketing programs that maximize clients' investment by driving direct returns as well as building data to support future programs. Troy's experience spans the online marketing landscape, including search (PPC, PI, SEO), display media, site design, and behavioral targeting, etc. He has driven successful campaigns for companies of all sizes and budgets including Motor Trend, The American Automobile Association, EarthLink and Little Tikes. Before Booyah, Troy spent two years at Avenue A / Razorfish where he managed strategic accounts and headed up business development for the search division. Troy was part of the team that made Avenue A / Razorfish Search the largest global buyer of search advertisements. Prior to Avenue A / Razorfish, Troy co-founded an interactive marketing company with nearly 70,000 worldwide customers, which he sold in 2002. Troy studied Economics and American Government at the University of Virginia.

Dan Craig—Director of Paid Inclusion Services

Dan has spent more than 15 years in marketing and management. At Booyah he heads up the Paid Inclusion division. In this role, Dan manages the company's partnership with Yahoo, directing research and development for innovative search opportunities. Under Dan's direction Booyah gained exclusive Paid Inclusion capabilities by securing Yahoo Feed Partner Certification. His team designs, executes and optimizes XML feeds for direct inclusion into Yahoo and Yahoo partners' natural and organic listings. Prior to Booyah, Dan was director of marketing for Worldprints.com, an image-based Internet marketing company. During this time Dan played an integral part in Excite@Home's acquisition of Worldprints.com. After the acquisition, Dan worked with Excite@Home's Matchlogic division, a pioneer of early Internet banner Advertising, Search Engine Optimization and Customer Data Acquisition development.

Michael Shehan—Founder & CEO

A longtime Internet entrepreneur, Michael founded Booyah Networks in May 2001. Booyah Networks is a provider of digital marketing technologies and services and is comprised of three divisions (Booyah Paid Search, The Booyah Agency, and Booyah Broadcasting Group). With offices in Boulder and Los Angeles, Booyah has 35 employees, and expects to achieve \$18M in revenues in 2006. Michael's first entrepreneurial endeavor was LOGEX International, LLC, an e-commerce solutions provider focused on the retail and catalog industries in 1996. LOGEX was acquired by AppNet in 1998. AppNet went public in 1999, and was later acquired by CommerceOne (NASDAQ: CMRC) in 2000. Michael served as president for AppNet's two fastest growing divisions—e-Commerce Solutions and Outsourcing Services divisions. Prior to founding Booyah Networks, Michael was the CEO of Ereo, Inc, a venture backed, image search technology company. Michael holds a bachelor's degree from Vanderbilt University.

Steve Swoboda—Founder, Chief Operating Officer and Chief Financial Officer

With almost twenty years in corporate finance, operations and accounting, Steve oversees all operational and financial activities for Booyah Networks. Steve's background includes senior management positions at two other start up companies (Ereo, Inc. and ProSavvy, Inc.), serving as chief financial officer of iBelay LLC, a venture capital firm investing in seed stage companies, and public company experience as director of corporate development for MessageMedia, Inc. (acquired by DoubleClick) Steve began his career at Price Waterhouse LLP during which he gained extensive experience in domestic and international mergers and acquisitions, SEC reporting, and internal controls. Steve holds a bachelor's degree in accounting from the University of Colorado.

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J. Allen Dove—Chief Technology Officer

J. Allen Dove brings more than 13 years of information technology leadership and execution experience to Booyah Networks. Throughout his career, Allen has worked at the “C” level of companies ranging in size from Fortune 500 to startups to successfully develop and execute technology strategies and programs. Prior to Booyah Networks, Allen was a founder and CTO of ShadowLogic Inc., an information assurance and national security solutions engineering firm. Allen also served as the CTO of AppNet, Inc., a company publicly traded and subsequently acquired by Commerce One in April 2000. Allen was responsible for all facets of AppNet’s technology innovations and focuses.

Pete Neumann—Chief Distribution Officer

With nearly a decade of experience in Internet search, Pete is known for rapidly growing revenues through business development strategies, partnership building, and strategic planning. As Booyah’s chief distribution officer, he is leveraging his industry skills, contacts, and knowledge to grow distribution partnerships and positively impact revenues for both Booyah and their advertising clients. Before landing at Booyah, Pete spent nearly six years with Miva (formerly FindWhat.com) as the company’s vice president of business and corporate development. With Pete at the helm of business development, Miva saw its domestic revenues grow from a few million in 2000 to over 100 million dollars in 2003. Prior to this, Pete headed up business development for MetaCrawler and Dogpile metasearch engines producing equally impressive revenue gains for that company. Pete is a graduate of Kansas State University.

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