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FOR IMMEDIATE RELEASE

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AD|MAX Receives Funding Commitment, Adds TV Media in Development

Dana Point, Calif. September 10, 2006 -- Catalyst House, Inc. managing director, Lynnea Bylund, announced today that her company's AD|MAX media unit has received a confirmation of financial assurance in the amount of \$400,000 in equity capital from its strategic partner Innovative Brands International, LLC. ('IBI')

The IBI commitment includes the provision of unique Southern California venue TV media in development by IBI including SanDiego@Home(tm), SanDiego@Large(tm), OC@Home(tm), and OC@Large(tm)

Primarily benefiting Southern California merchants by increasing customer flow, the AD|MAX bundled merchant media solution combines quality exposure elements of both a local and worldwide Internet portal presence, along with local cable and radio spots, residential direct mailings, yellow pages, and barter-exchange commerce and economics.

"The AD|MAX unified-media solution affords local merchants a generous value-added integration of several proven marketing solutions and media products including TV, radio, direct-mail, print, Internet, and mobile text-message promotion, priced well within reach of most small businesses," said Bylund. "The consummation of IBI's funding and media commitment is a further vote of confidence that the AD|MAX Media merchant advertising program is being recognized by established media players."

"Innovative Brands International is aggregating and developing unique companies, brands, media, technologies, and events, and holds in development, unique media that ADMAX recognizes as advantageous for its local merchant marketing plan," said Ron O'Farrell, CEO of Innovative Brands International.

AD|MAX is exclusively represented by TVA Capital, an NASD broker-dealer.

About Innovative Brands International

Innovative Brands International Media Group, LLC is a media marketing and creative services group that has developed numerous proprietary media programs. As an international media, marketing and creative brand services organization, Innovative Brands International designs and develops innovative media strategies and operates proprietary media campaigns and creates unique vertical market growth opportunities and global media campaign exposures that benefit its clients and sponsor organizations by offering offsets to advertising costs while broadening the reach and effectiveness of the entire campaign.

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About TVA Capital

TVA Capital, LLC of Irvine, Calif. is an innovative investment banking group that was founded for the purpose of facilitating the flow of national capital into promising US-based companies. TVA Capital and its affiliate, The Technology Venture Alliance, assist companies seeking capital - providing a one stop shop for assessing and fine tuning clients' value proposition and, when ready for presentation to professional investors, represent those clients in executing the most appropriate transaction.

About AD|MAX & Catalyst House

AD|MAX is the media unit of Catalyst House, Inc., an international strategic-teaming consultant and Springboard Capital Corporation co-founder and affiliate. Catalyst House president, Lynnea M. Bylund, currently serves at the behest of Committee Chair Congressman Tom Reynolds (R-NY) as an Honorary Chairwoman of the National Republican Congressional Committee's Small Business Advisory Council ('SBAC'). In 2005 Bylund was one of only 12 women selected nationally to receive SBAC's prestigious Business Woman of the Year Award. Since its inception in the late 20th century, Catalyst House associates have assisted in the provision of over \$30 million in debt and equity to emerging technology and sustainable enterprise businesses. Strategic partners and media providers to AD|MAX and its bundled media and marketing solutions array now include: SmartSMS™ Corp.; Innovative Brands International; Cox Media; Premier Guide; ITEX Payment Systems; Matchbin; XO Software; Techspeed Software Solutions; XRAYMEDIA, Inc.; Springboard Capital Corporation, the Orange County-based investment and venture development firm with an exclusive portfolio of unique 'first-mover' advantaged client companies; and TVA Capital, LLC, an Irvine-based investment banking group.

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