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Catalyst House Launches New 'Merchant Media' Unit -

**Local O.C. Merchants to Receive the Power of an All-In-One
Unified-Multi-Stream of Marketing Media –
Tv, Mail, Internet, Radio, and Barter!**

SANTA ANA, CA. - May 17, 2002 – a newly formed business unit of Catalyst House - AD|MAX Media Solutions, an agency introducing local California merchants to its “unified multi-stream” campaign - announced its official Orange County (OC) launch today.

“Primarily benefiting OC merchants by increasing customer flow, the AD|MAX unified-media approach combines quality exposure elements of both a local and worldwide Internet ‘portal’ presence with local Tv & radio advertisements, residential coupon mailings, and barter-exchange commerce and economics,” proclaims Catalyst House managing advisor, Lynnea M. Bylund.

“Leveraging the new and emerging efficiencies and interactive qualities of the Internet, cable Tv, radio and exclusive residential coupon mailings, with a barter-payment component, allows local OC businesses to participate in an exclusive media and marketing campaign that would otherwise prove cost-prohibitive to many local area small merchants,” she adds.

“The sole purpose of the affordable AD|MAX multi-stream campaign is to increase a local merchant’s customer traffic, be it the business of butcher, baker, or candlestick maker!” emphasizes company director Nancy A. Gulla.

“Orange County, long established for its innovative and vital small business sector, is a prime region to fully establish this all-in-one combined campaign, and to bring local businesses together with increased numbers of local consumers,” adds Ms. Bylund.

Strategic partners and providers to AD|MAX include the OC Cox, Adelphia, and Time Warner cable systems, JustOC.com, Yellowpages.com, Tom Ross Creations, Sir Bob Geldof’s Liberty Bloom, and Springboard Capital Corporation, the Santa Ana based investment and venture development firm with an exclusive portfolio of unique ‘first-mover’ advantaged client companies.

OC merchants and other small business operators are invited to contact AD|MAX for a full description of the multi-stream merchant marketing system by calling Nancy Gulla at 949-608-1190 or by email info@admax.tv

Catalyst House, Inc. (CAT), a Springboard Capital Corporation affiliate, is an international strategic teaming agency. Services that CAT performs for its clients include introductions to business opportunities, buyer and distributor relations, introduction of prospective strategic partners, affiliates, broker/dealers and market makers, and the arrangement of debt, equity, and hybrid business finance. Since its inception in the late 20th century, associates of CAT have assisted in the provision of over \$30 million in debt and equity to emerging technology and sustainable business enterprises and provided solution, product and service alliances that can facilitate a leadership position in the targeted industry(s).

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