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## **LYNNEA BYLUND NAMED 2006 REPUBLICAN OF THE YEAR**

*Local Media Pioneer Awarded Prestigious Honor from the National Republican Congressional Committee*

**(WASHINGTON, DC) September 5, 2006** – The National Republican Congressional Committee’s (NRCC) Business Advisory Council announced last week that Lynnea Bylund of Dana Point, Calif. is a 2006 Republican of the Year from California.

NRCC Chairman Tom Reynolds explained that the award is given to a select group of business and community leaders from each state who have championed the free enterprise system and supported the ideals of smaller government, lower taxes and less regulation. Congressman Reynolds commented, “I am extremely grateful for the tremendous support that Ms. Bylund has shown for our party, especially in this critical election year.”

The Business Advisory Council is a special project of the NRCC in which small businesses work with Republican leaders to help shape the party’s agenda and provide financial support for conservative candidates to the House of Representatives. Last December the NRCC Business Advisory Council recognized Ms. Bylund as one of twelve American Business Women of 2005.

“I am gratified and humbled by this recognition from the NRCC, and I look forward to continuing my advocacy as the nation moves forward through trying times,” states Bylund.

The Republican of the Year award qualifies Ms. Bylund for the Business Advisory Council’s Congressional Medal of Distinction to be awarded later this fall.

### **ABOUT LYNNEA BYLUND**

Born and raised in Orange County, California, Ms. Bylund has both lived and worked in Washington, D.C. where she was a lobbyist for small business and telecommunications issues. She is the founder of two small business-based wireless trade associations and has lobbied on Capitol Hill and at the FCC where she has spoken out strongly against the cable TV monopoly, illegal spectrum warehousing and ill-conceived congressional schemes to auction the nation's precious airwaves to the highest bidder.

In 1995 Ms. Bylund became the first female in the world to be awarded a Broadband PCS operating permit - she was one of only 17 winners, along with Sprint, AT&T, Pacific Bell, etc. in the biggest cash auction in world history, raising a whopping \$8 billion.

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Currently Lynnea Bylund operates an Orange County start-up company that provides bundled media advertising and marketing solutions to small businesses. "Our company, AD|MAX, is 'ground zero' for next-generation convergence of bundled merchant media, e-commerce, and barter for OC small merchants," explains Ms. Bylund.

Primarily benefiting Southern California merchants by increasing customer flow, the AD|MAX 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.

#### **ABOUT AD|MAX & CATALYST HOUSE**

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. For more information visit [www.3catalysthouse.com](http://www.3catalysthouse.com)

#### **ABOUT THE REPUBLICAN CONGRESSIONAL COMMITTEE (NRCC)**

The NRCC is a political committee devoted to increasing the 232-member Republican majority in the U.S. House of Representatives. The committee's origins date back to 1866, when the Republican caucuses of the House and Senate formed a "Congressional Committee." Today, the NRCC is organized under Section 527 of the Internal Revenue Code. It supports the election of Republicans to the House through direct financial contributions to candidates and Republican Party organizations; technical and research assistance to Republican candidates and Party organizations; voter registration, education and turnout programs; and other Party-building activities. For more information visit [www.nrcc.org](http://www.nrcc.org)

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