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LocalTender.com Receives Congressman Campbell's Outstanding Achievement Certificate

Dana Point, CA. /June 6, 2006 /CAT eNEWS -- Catalyst House, Inc. managing director, Lynnea Bylund, announced today that her Company's AD|MAX Media unit has received Rep. John Campbell's (R-CA) Certificate of Outstanding Achievement.

"Congressman Campbell's Certificate recognizes the outstanding achievement of AD|MAX in bringing together the community of greater Orange County, California through the development of the 'OC Super Portal', LocalTender.com!"

Ms Bylund had earlier this month announced the unveiling of the new Web-based community directory to serve the Orange County California region. "The LocalTender.com OC portal affords an incredible convenience for Orange County residents and visitors alike, providing a wealth of information that can be found at no other single OC-directed website," stated Ms. Bylund.

Primarily benefiting Southern California merchants by increasing customer flow, the AD|MAX 'unified' merchant media solution, which now includes LocalTender.com, 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. Ms. Bylund adds, "The LocalTender OC portal is now the 'anchor' to which all other AD|MAX merchant media is tethered. From this point forward AD|MAX merchant print and broadcast media - TV, radio, and direct mail, along with a host of new media offerings, will invariably include a clear and distinct secondary message: Go to LocalTender.com!"

Strategic partners and media providers to AD|MAX and its LocalTender.com local search portal now include: Cox Media; SmartSMS™ Corp. (OTC:SRSM.PK), a leading provider of SMS mobile marketing campaigns and text-messaging media; Premier Guide, North America's largest and fastest-growing network of private-label local search sites; ITEX Cashless Payment Systems; Matchbin, the next-generation online Community Marketplace; Creditz, the fast-growing merchant loyalty and digital rewards system; XO Barter Software of New Zealand; Techspeed Software Solutions; XRAYMEDIA, Inc., developer of the web-based Live Media Marketplace; 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, the innovative Newport Beach-based investment banking group and national angel investor network.

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“Orange County, long-established for its innovative and vital small business sector, is a prime region to fully establish this all-in-one combined merchant advertising solution and to bring local businesses together with increased numbers of local consumers. And now, with LocalTender.com as the exclusive Internet marketplace to which all other AD|MAX media is tethered, the ADMAX unit may proceed towards full implementation of its OC-based national license-prototype,” stated Ms. Bylund.

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 Ms. 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.

OC merchants and other small business operators are invited to contact AD|MAX for a full description of the multi-stream merchant marketing system, and/or for enhanced placement on LocalTender.com, by calling AD|MAX Merchant Media at 949-443-0096 or by email to info@admax.tv.

“Go to LocalTender.com!”