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FOR IMMEDIATE RELEASE

SnapHawk Thrives In—Clients Benefit From—Illinois' Best Entrepreneurial City

EVANSTON, Ill.: Location, location location. You've heard it before but the truth is where you decide to jumpstart your own business may be the key to making or breaking your success.

SnapHawk® Inc., an enterprising Internet advertising business, couldn't have picked a better city to plant its roots. According to a recent BusinessWeek magazine article, Evanston, Illinois is one of the top-50 best cities in the U.S. for start-up businesses.

Home to Northwestern University, an academic goliath, Evanston is directly connected through an extensive transportation grid to the resource pool of the Chicago metropolitan area. SnapHawk's clients benefit directly from this rich crossroad as the SnapHawk team draws experience from the best education and business resources.

BusinessWeek chose one city from each state, based on 11 criteria including population (between 20,000 and 200,000); the cost of living; the presence of a thriving business community; the number of nearby universities; and innovation measures, such as the number of patents issued.

"Evanston is truly a gem of a city and a wonderful mix of opportunity for ambitious businesses like SnapHawk," said David Miller, Managing Director of SnapHawk. "The collective experience and success of Evanston's businesses community and the resources and knowledge that come out of Northwestern have been invaluable for SnapHawk's entrepreneurial endeavors to serve our clients."

SnapHawk seeks to help businesses capitalize on the more than 500 million searches that are done each day. Through Pay-Per-Click (PPC) advertising, or "sponsored links," SnapHawk empowers its clients to maximize Internet advertising results while saving time and money. The SnapHawk team is an innovative resource for small- and mid-sized businesses looking to increase revenue through search engine marketing that gets results.

About SnapHawk

SnapHawk (SnapHawk.com) specializes in successful Internet advertising that is simple and profitable; specifically, search engine marketing for small- and mid-sized businesses. SnapHawk professionally develops, implements and manages performance across all major search-ad networks, including Google, Yahoo and Microsoft. Pay-per-click ("sponsored links") advertising accounts empower clients to confidently maximize Internet advertising results while saving time and money. Proper setup and management of these powerful programs usually can make the difference between an advertiser's failure or success.

About BusinessWeek

BusinessWeek (BusinessWeek.com) is a global source of essential business insight that inspires leaders to turn ideas into action. Through content, context, and collaboration, BusinessWeek moderates global conversations and moves business professionals forward. Founded in 1929 and published by the McGraw-Hill Companies, BusinessWeek magazine is the market leader, with more than 4.8 million readers each week in 140 countries.

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