



May 19, 2008

FOR IMMEDIATE RELEASE

SnapHawk Certified By Chicago Association of Direct Marketing

On May 15th 2008, upon successful completion of an eleven-week practitioner development program, SnapHawk's Managing Partner and Founder, David Miller received a Certification in Direct Marketing. As part of the certification process Miller participated in a marketing case study competition to develop a comprehensive marketing plan. After nine weeks of work and competing with five other experienced teams, the team that Miller performed with won the competition.

A panel of judges, including two CADM co-chairs of the course committee, the president and incoming president evaluated the six teams. Their presentation was judged in the creative, media, production, and analytical application of direct marketing and the complexities of the interrelationships within the marketing campaign.

Miller has brought his experience in the CADM certification process to SnapHawk. SnapHawk appreciates the opportunity to work with a community of experienced practitioners who bridge all forms of direct response marketing including traditional offline and contemporary online marketing to generate positive and measurable 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.

Over 500 million searches are done—each day—through search engines such as Google and Yahoo! Direct marketing allows businesses to reach consumers at their computers by generating ads related to these searches. Visit www.SnapHawk.com

About CADM

With more than 1,100 members, the Chicago Association of Direct Marketing (www.cadm.org) is an individual membership association providing support, education and networking opportunities to direct marketers in Chicago and throughout the Midwest. CADM is also the largest regional direct marketing association in the U.S. consisting of marketers, buyers, suppliers and others working together to promote the industry.

For additional information please contact Nancy Jackson, Media Relations or David Miller, Managing Partner and Founder of SnapHawk at 1.800.SnapHawk (1.800.762.7429).

###