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FOR IMMEDIATE RELEASE

SnapHawk Certified In Internet Marketing at DePaul University

On March 26, 2008 SnapHawk earned certification in the Internet Marketing Program at DePaul University. The six-week program explored the best practices of Internet marketing and how to competitively use simple, low-cost Internet tools. The program was taught by highly accredited instructors that covered all areas of the Internet marketing phenomenon. The certification's core focus included Google Analytics, Search Engine Marketing, creating well designed web pages, blogs, wikis, and online social networks.

The Internet Marketing Certification Program is part of DePaul University's Continuing and Professional Certification Programs. On behalf of DePaul, certification was recognized by Dr. Jacqueline Taylor, Associate Vice President of Continuing and Professional Education Program, and Dr. J Steven Kelly, Co-Director of the Kellstadt Marketing Center.

According to MarketingSherpa advertisers in the Global Search Market spent \$21.9 Billion on Search Engine Marketing in 2007, a 39% increase from 2006. Now more than ever, companies need Paid Search Professionals with a diverse range of expertise like SnapHawk to be successful at Search Engine Marketing.

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 DePaul University

The DePaul Kellstadt Marketing Center (kellstadtcenter.depaul.edu) is the major marketing education provider in Chicago. The Center offers a wide range of continuing education courses—from certificate programs to seminars—to help professionals improve their direct, interactive, integrated, and Internet marketing skills. Specialty areas in advertising, marketing research, marketing planning, and marketing communications are also enhanced. Kellstadt's instructors, drawn from the academic and business communities, are experts in their fields. Kellstadt's education and training programs can be customized and delivered on-site to meet the needs of organizations.

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).

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