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FOR IMMEDIATE RELEASE

SnapHawk Certified in Search Engine Marketing at DePaul University

On March 3, 2008 SnapHawk earned certification in Search Engine Marketing (successful Internet advertising) by DePaul University. The six week program focused on the strategies, techniques, and best practices of leading companies in the burgeoning acquisition channel of paid search. Highly accredited instructors and industry practitioners led the course through topics including attracting customers of higher than average value and proactively searching for products to businesses; and growing businesses of all sizes more quickly and more profitably with Google, Yahoo!, and Microsoft Search Engines.

Throughout the certificate program, participants worked with case studies with other experienced professionals to apply search engine marketing strategies to real life experiences to ensure success outside the classroom. The Paid Search Certificate Marketing Program is the only course of its kind in the Chicagoland area and is part of DePaul University's Continuing and Professional Certification Programs.

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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