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FOR IMMEDIATE RELEASE

SnapHawk Brings Kellogg Entrepreneurial Insights Back To Clients

On May 29, 2008, SnapHawk attended the Kellogg School of Management 's Fifth Annual Alumni Entrepreneurship conference. This year's theme focused on global entrepreneurship. Leading entrepreneurs, investors, and government representatives explored the strategies involved in global selling and marketing.

The conference allowed alumni of all backgrounds and areas of specialization to interact and share experiences in entrepreneurial businesses through panel discussions, product showcases, business plan competitions, and networking opportunities. Keynote speakers included Kellogg Dean Dipak Jain; alumnus Grand Gund and Zachary Gund, managing partners of Coppermine Capital; Ivy Walker, managing director at the Taylor Group; and Kevin Marinacci founder and vice president of Fabretto Children's Foundation. The conference hosted over 280 participants, all competitive and successful business individuals in their own field.

Kellogg has been consistently ranked the number one business school in the world by leading publications such as *BusinessWeek* and *The Economist*. With a diverse business culture and alumni roots in the Kellogg family, SnapHawk's own managing partner and founder David Miller, has brought his experiences with the best business school to support SnapHawk's clients.

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 Kellogg School of Management

Since 1908, the Kellogg School of Management (kellogg.northwestern.edu) has made strong leaders stronger. Kellogg professors are preeminent scholars and passionate educators. They direct research centers and—literally—write the books on the subjects they teach. You will call them your mentors. Kellogg alumni are senior leaders in business, government, education and other fields. You will call them your peers, your future business partners and your friends.

A Kellogg MBA will prepare you to outsmart the competition, excel in the fast-paced global economy, solve problems creatively and build consensus across diverse groups. Supported by a worldwide network of 50,000 alumni, today's students continue the legacy that began when the school was founded at Northwestern University one hundred years ago.

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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