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FlashAdEngine.com rises to the top following April NEXPO launch

La Jolla – May 10, 2006 – It has been one month since its launch at the annual NAA NEXPO convention, and FlashAdEngine.com is off to an explosive start. La Jolla, Ca. based multimedia advertising startup, ImpactEngine, Inc. is working feverishly to keep up with the demand for its newest online service that enables publishers and advertisers to preview, sell, customize and store dynamic flash ads for a fraction of their previous time and cost.

NEXPO produced overwhelmingly successful results for the FlashAdEngine.com. After the first day at the convention, Neil Greer, Impact Engine's CEO and co-founder, stated, "we've already signed 20 major media clients for the service." By the end of the 3-day convention, the number of FlashAdEngine.com signed partners and qualified leads grew to over 100.

In addition to new business, Impact Engine and FlashAdEngine.com received considerable press recognition at NEXPO. Not only were they featured on the front page of PRESSTIMEdaily, NAA's daily publication for NEXPO attendees, but Neil Greer was interviewed by such industry leading trade publications as Newspapers & Technology Magazine. Newspapers & Technology subsequently included a feature article on FlashAdEngine.com in the latest May 2006 issue of their monthly trade publication written by industry experts for newspaper publishers and department managers involved in applying and integrating technology. The article can be found at www.newsandtech.com.

Press coverage highlights how industry insiders such as Lee Enterprises, Media News Group, and CNHI have been working together with Impact Engine, Inc. to solve the dilemma of how to offer the power of multimedia advertising in an easy to consume format that would enable advertisers to continuously improve messaging and creative in real time. Greg Swanson, a 30-year publishing industry veteran and founder of ITZ Publishing, states, "Multimedia Ads deliver 600% more response than static ads, so the demand is only going to grow. The biggest pain point the advertiser and publisher collectively feel is their inability to take full advantage of the market opportunity of multimedia advertising due to production and cost constraints. FlashAdEngine.com erases this pain point."

According to Impact Engine CEO and co-founder Neil Greer, "We cover every major newspaper vertical, including autos, real estate, run-of-site ads," CEO Greer said. "We see our value in two main areas: The ever-expanding catalog of creative (for spec ad creation), and also the tools to customize, publish and update the ads live. Furthermore, publishers can upload their existing designs into their own private account, and now begin to re-purpose existing inventory without Flash design expertise." Because the FlashAdEngine.com service is sold in partnership with publishers, Impact Engine, Inc. asserts that it is advancing advertisers' and industry interests alike, as opposed to acting as middle man which adds artificial costs and delays to the advertiser.

About ImpactEngine.com, Inc.

ImpactEngine.com, Inc., <http://www.impactengine.com>, is the worldwide leader in advancing online advertising through multimedia. The company is preferred by large and small publishers alike because it uniquely combines an extensive catalog of customizable, agency quality multimedia ads with tools that enable real time refinement of the messaging and creative behind the ads.

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