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## **Don't Blink Media Announces Private Placement Mercanti Securities Serves as Financial Advisor**

**SEATTLE — (Business Wire) — July 17, 2006** — Seattle-based interactive advertising services company, Don't Blink Media, announced today that it has participated in a private placement of common stock. Highmark Investments, LLC was the sole investor in the round and the amount of the transaction was not disclosed. Mercanti Securities served as financial advisor to Don't Blink Media.

Don't Blink specializes in SEM (Search Engine Marketing) and other interactive marketing tools, such as ([www.bidaclick.com](http://www.bidaclick.com)), including media planning, media buying, campaign optimization and creative development. Founded in 2005, the Company plans to use the proceeds of the capital raise for further market expansion and product development.

"The team at Don't Blink has been focused on planning and executing media buys online for the past ten years", said Ryan Polley, president and CEO of Don't Blink. "This funding allows our company to quickly advance our products and services and provide unprecedented service to our existing and future client base. We chose to partner with Mercanti because of their proven technology transaction and Internet operational experience."

"The Online Marketing Services sector is a core focus area for Mercanti and we believe that the Internet ecosystem evolving around traffic generation, targeting and delivery will continue to experience rapid expansion," said Bryce Lane, a Seattle-based banker with Mercanti. "Mercanti maintains close relationships with many of the industry's key players and we continue to work on behalf of our clients to provide insight that will help them enhance their growth and liquidity goals."

### **About Don't Blink Media**

Don't Blink Media is a leading digital advertising services company offering a select base of solutions including media planning, buying, affiliate, and search engine optimization (SEO). In addition Don't Blink Media operates a network of properties that are specifically focused on enabling transactions for their clients. The company leverages a highly talented team of internet veterans as well as innovative proprietary technology systems that enable efficiencies in meeting the objectives of the company's clients.

Founded in 2005, Don't Blink Media is headquartered in Seattle, Washington and is managed by a highly regarded executive team. The company has partnerships with leading consumer internet companies. Don't Blink Media is focused on meeting the objectives of their advertising agency clients whether it is driving transactions, generating consumer interaction, or building awareness for their products and services.

**About Mercanti**

Mercanti Securities, LLC, member NASD/SIPC and a subsidiary of The Mercanti Group, enables Mercanti to compete with larger investment banks and provide a broad range of customized financial advisory services and transaction structures. The Mercanti Group is a results-oriented boutique financial advisory firm that embraces a fierce commitment to client service and provides creative Merger & Acquisition, Capital Raising and Strategic Advisory solutions to small and middle market companies, private equity firms and individual business owners in the consumer, health care, technology, software, business services and manufacturing industries. Over the last three decades, the professionals of Mercanti gained a wealth of Wall Street experience while they were partners together at a few of the largest and most admired multi-national investment banks. Mercanti offers companies that are increasingly ignored by Wall Street the expertise and capabilities of a large investment bank with the focus, attention and energy of a small entrepreneurial firm. The Mercanti Group has offices in Minneapolis, Los Angeles, New York and Seattle. Mercanti also is strategically affiliated with Marquette Financial Companies, a diversified financial services company which is a part of the Pohlads family holdings. If you would like more information on The Mercanti Group, please visit the Web at [www.mercantigroup.com](http://www.mercantigroup.com), or contact a Mercanti professional at 612.333.0130 (Minneapolis); 310.444.0130 (Los Angeles); or 425.943.7280 (Seattle).

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