

Geary Interactive Acquires Award-Winning Search Engine Marketing Firm, Fathom Online, Creating a Truly Integrated Independent Digital Agency

- Acquisition Expands Geary's Marketing Solutions, Extends Its Geographic Reach and Enhances Its Services Offering -

SAN DIEGO, CA – March 31, 2008 – Geary Interactive (“Geary”), a full-service digital marketing agency, has acquired award-winning Fathom Online, a next-generation search engine marketing and technology services firm. The addition of Fathom strengthens Geary’s existing capabilities and produces one of only a few truly integrated, independent digital agencies. Moreover, Fathom Online advances Geary Interactive’s position in the industry to one of the largest independent agencies in terms of annualized billings.

Launched in 2002 and headquartered in San Francisco, Fathom Online is an acknowledged pioneer in search marketing. The firm’s advanced search engine marketing (SEM) and search engine optimization (SEO) services, as well as its comprehensive digital marketing technology suite, including its Keyword Price Index[®] – a modeling tool, and Fathom Analytics – an on-demand marketing intelligence platform, optimize multi-channel, digital media advertising programs to cost-effectively drive business results for B2B, consumer and technology marketers.

“Search engine tactics are the most popular element of a digital marketing campaign. In order to effectively generate search demand and convert customers’ search clicks, the campaign must also include a strong integration with web development, paid and organic digital media planning and data analytics,” said Andreas Roell, president and CEO of Geary Interactive. “The combination of Geary and Fathom Online provides a compelling platform for today’s digital marketing landscape. Together, we offer powerful capabilities and deep relationships with publishers and engines, expanded end-to-end customized marketing solutions, a national presence and extensive industry category experience. Additionally, the combined entity has enhanced growth opportunities and a more diversified customer base, giving us a competitive edge.”

Dean DeBiase, chairman of Fathom Online and CEO of TNS Media, added, “Merging the product, service and technology strengths of Geary Interactive and Fathom Online into an integrated marketing services group enables clients to access a broader digital solutions platform that can increase their advertising reach, effectiveness and ROI. This is particularly important in the current competitive climate, where the bar is set higher and global brands seek partners who can bring together innovative strategy and creative with cross-media planning and multi-channel analytics to deliver measurable results.

Key members of the Fathom Online team will undertake strategic roles with Geary Interactive. Steve Gillan will serve as chief financial officer and managing director of the San Francisco office; Mihir Choudhary will serve as chief technology officer and vice president of engineering; and Jinenne Sutherland will serve as reach director.

Constellation Ventures, an early investor in Fathom Online, will assume a seat on the Geary Interactive Board of Directors. Liza Boyd, Managing Director at Constellation Ventures and a new Geary board member, said, “Market demand is driving the union of these two dynamic companies. The digital advertising landscape is evolving and search engine marketing has become a systemic part of the new marketing mix. The combination of Fathom Online’s leading search capabilities with Geary Interactive’s expertise in developing long-term strategic roadmaps for the digital world creates a powerful and compelling full-service digital marketing agency that meets the needs of existing and future clients and addresses the evolution and complexity of the industry.”

Terms of the transaction were not disclosed.

About Fathom Online

Fathom Online is an award-winning search engine marketing company based in San Francisco. The firm’s solutions include search engine marketing, search engine optimization, the Keyword Price Index[®] and Fathom Analytics[™] – an on-demand marketing intelligence platform. Fathom Online’s clients include: Covad, a leading nationwide provider of integrated voice and data communications; PlanetOut Inc., a leading global media and entertainment company; and

American Apparel, a leading basics brand for young adults and people of all ages. Fathom Online was recently recognized by the Mobile Marketing Association in the category of Best Use of Mobile Marketing, Direct Response.

About Geary Interactive

Geary Interactive is a full service digital marketing agency that delivers integrated, results-oriented campaigns to national brands and agency partners. The firm's premium services include: strategic planning, online marketing, Web site design and development, search marketing, and analytics. Leveraging the latest online marketing techniques, cutting-edge technologies and proven processes, Geary Interactive is currently developing and implementing targeted and effective campaigns for leading brands, such as WD-40 Company, M&T Bank and Sahara Hotel and Casino.

One of the West Coast's leading independent digital marketing agencies, Geary Interactive has been recognized in each of the past four years as one of the region's fastest-growing private companies and as one of the best places to work. Geary Interactive has multiple offices and is headquartered in San Diego. For additional information, please visit www.gearyi.com.

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