

NEWS RELEASE

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SEARCHLINQS HIRES TOP INTERNATIONAL SOCIAL MEDIA EXPERT

TORONTO, ON – July 21, 2009 – Jim Bensimon and Ian Korman, President and Chief Executive Officer respectively, Searchlinqs (www.searchlinqs.com), are excited to announce the hiring of Zack Hayat as the Director of Social Media Marketing. This strategic move adds yet another pillar to Searchlinqs' online marketing arsenal. With a focus on supporting the growing sales, marketing and business development units Zack will provide Searchlinqs' clients with research, strategic insight & expertise as they relate to social media marketing.

Social Media is currently the biggest form of advertising for businesses today. From Facebook to LinkedIn to MySpace to Blogs, social media is everywhere. 73% of online users have read a blog, 57% of online users have joined a social network and 83% of online users have watched video clips. In addition usage of the platform is growing - Wikipedia has over 4,000,000 articles, YouTube contains over 100,000,000 videos and there are over 200,000,000 blogs

Zack holds an M.A in mass communication from the University of Haifa, Israel, specializing in the social structure of online communities, specifically the motivations for participating in such communities. Furthermore, Zack holds a combined B.A in computer science and mass communication from the University of Haifa. Zack is currently a PhD student at the University of Toronto at the faculty of information.

Zack has written numerous articles and chapters on his social research findings which have been presented and showcased at several international conferences, such as The International Communication Association (ICA) conference, The Association of Internet Research (AOIR) conference and The Global Online Research (GOR) conference.

Prior to joining Searchlinqs, Zack worked as a Researcher for Intel Corporation (2005-2006) and as a Researcher and Project Manager for the Asper Institute for New Media Diplomacy where he focuses on the study and application of new media technologies for initiating and managing online campaigns (2006-2008).

“I am extremely happy to join a thought leader company such as Searchlinqs” says Hayat. “Social Media Marketing combined with paid search, organic search marketing & Mobile Marketing is an extremely effective way to attract new prospects and enhance any business.”

“Having Zack join Searchlinqs is something that we have been looking forward to for a long time,” says Korman. “Many businesses have yet to financially benefit and understand the impact of social media and what it can do to their business. Zack’s strategies and insights will help simplify and monetize these channels so our clients will get return on investment and increased brand awareness on every dollar they spend.”

About Searchlinqs

Established in 2006 in Toronto, Searchlinqs is an internet advertising company specializing in Search Engine Marketing, Search Engine Optimization, Social Media Marketing and Mobile Marketing. The company relies on its superior service, insightful expertise and enhanced metrics and data reporting to deliver the industry's best results to those companies looking to leverage the power of the internet to deliver tangible results to their bottom line. Searchlinqs caters to all companies and segments of the market in North America. With an eye of expanding globally, Searchlinqs has attracted a stellar client listing since inception. Please see www.searchlinqs.com for additional information