



## MediaTrust Names Craig Leonard Vice President of Advialiant Business Development

**NEW YORK CITY**, June 7, 2007 – MediaTrust, Inc., an innovative interactive media, advertising and technology company, today announced the addition of Craig Leonard as vice president of business development for Advialiant. In this role, Mr. Leonard will be charged with defining and implementing business development plans along with expanding and growing the advertiser base for the Advialiant affiliate network.

Mr. Leonard joins Advialiant from Commission Junction where he oversaw interactive and affiliate marketing for many of the company’s largest client accounts. Mr. Leonard has also held business development and corporate marketing roles at Digitas, Inc., a digital and direct marketing agency. Prior to working for Digitas, Mr. Leonard served as a senior market and sales analyst for MarketOne International, where he provided business development counsel to technology companies around the world.

“Craig brings Advialiant more than 10 years of business development experience and industry contacts combined with a shared vision for the future of affiliate marketing,” said Jivan Manhas, President of Advialiant. “By leveraging the right mix of media and technology expertise, Craig will focus on expanding our business development efforts to maximize value and returns for advertisers, agencies and publishers.”

Advialiant is comprised of a pay for performance affiliate ad network and a team of experts that optimizes technology, media mix and promotion types to deliver customized, high-performing online campaigns for advertisers, agencies and publishers. Advialiant brings together under one roof solutions for all online marketing channels: affiliate marketing, lead generation, contextual advertising, search marketing, e-mail marketing, mobile marketing, data management and Web publishing. Advialiant customizes and utilizes each of these tools to meet the unique needs of each campaign in order to create awareness, generate leads, drive sales and obtain customers.

## **About MediaTrust**

MediaTrust ([www.mediatrust.com](http://www.mediatrust.com)) is an innovative interactive media, advertising and technology company comprised of Advialiant, a performance affiliate marketing network, Advario, a proprietary contextual ad targeting platform, leading-edge media delivery technologies and the MediaTrust Integrated Solutions Group. MediaTrust offers a 'one-stop-shop' for technology and services across all online marketing channels including: affiliate and search marketing, contextual targeted advertising, lead generation, e-mail marketing, ad networks, mobile marketing, data management and Web publishing. MediaTrust's experienced Integrated Solutions Group ensures that each campaign is uniquely customized for each advertiser and publisher.

MediaTrust's properties work seamlessly together to deliver intelligent performance-based online marketing campaigns that create awareness, generate leads, drive sales and obtain customers.

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