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***Wayfinder Response Marketing adds AdPerk to Client Roster.***

(SAN FRANCISCO, CA) – Wayfinder Response Marketing today announced the addition of AdPerk to its expanding roster of clients.

AdPerk, a San Francisco-based company, combines the best qualities of TV, magazine, and online by turning video assets into efficient, targeted and unexpectedly powerful marketing tools. AdPerk gives advertisers the opportunity to reach specific online magazine audiences and rewards users with free magazine subscriptions for watching relevant online videos.

Wayfinder was chosen because of its experience with both traditional and online marketing and its ability to build brands while delivering results, a process called Branded Response. “AdPerk is an ideal client for us and our Branded Response approach,” stated Jeff Billig, Wayfinder Creative Director. “They are changing the way people think about online marketing and because they are a new company, they need to establish a brand for the long term while creating immediate results,” added Billig.

**About AdPerk**

AdPerk is a San Francisco-based company that rewards users for watching relevant online videos. Recognizing that time is valuable and choice is crucial, AdPerk allows users to have a better experience with sponsored content. By changing the way companies think about marketing, AdPerk is committed to fostering an environment where consumers can actively participate in the information process, ultimately helping advertisers and publishers meet their objectives. More information can be found at: <http://www.adperk.com>