

# For Immediate Release

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## Seevast Announces Sale of its Moniker Division to Oversee.net

### *Company Divests Domain Asset Management Company to Focus on Pulse 360 and Kanoodle*

New York, NY January 3, 2008 – Seevast Corp, which operates leading ad networks Pulse 360 and Kanoodle, today announced the sale of Domain Asset Management company Moniker to online marketing solutions company Oversee.net. The divestiture will allow Seevast management to focus on continued growth and innovation in its core ad network businesses – Pulse 360 and Kanoodle.

Seevast acquired Moniker in 2005 and since then, Moniker, led by CEO Monte Cahn, has grown significantly and pioneered the concept of Domain Asset Management, as well as their successful live and silent domain auction formats.

“We will continue to innovate and drive value for our publishers and advertisers at Pulse 360 and Kanoodle through our core advertising business and through innovative new programs, like our Publishers Vertical Network product, which allows publishers to build vertical ad networks,” said Lance Podell, CEO of Seevast. “We wish Monte and his team continued success. We believe there are great synergies between Oversee and Moniker that can accelerate the growth of the business.”

Seevast was represented by The Jordan, Edmiston Group, Inc. (JEGI), a New York City based investment bank that specializes in the media and information industries.

#### **About Seevast**

Seevast ([www.seevast.com](http://www.seevast.com)) owns and operates marketing services businesses that drive sales and build brands for its clients. Seevast’s businesses include Pulse 360, the content-targeted sponsored links innovator and Kanoodle, a pioneer in search-targeted sponsored links.

#### **About JEGI**

The Jordan, Edmiston Group, Inc. (JEGI) of New York, NY ([www.jegi.com](http://www.jegi.com)) is a leading provider of independent investment banking services for the media and information industries. As a leading M&A advisor to media and information companies, JEGI has closed numerous high-profile transactions for: Global Media and Information Companies; Entrepreneurial Owners; and Private Equity and Venture Capital Funds. JEGI has established an impeccable reputation in the marketplace, which reflects its superior performance on behalf of its clients. The firm’s executive team of investment bankers has over 200 years of combined experience across the media and information market sectors that JEGI serves.

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