

Contact: Ron Stalman
Lizard Research
Phone 360 236 0811
Fax 360 252 6517

2/80 Dodds Street,
Southbank, Victoria 3006
Australia.



Press Release

For Immediate Release

AdLizard Announces New European Distributor

AdLizard selects 4PM for New European Distributor and Technology Partner

Victoria, Australia, May 22, 2008 – Lizard Research developers of AdLizard the premier on-line ad production system announced today their addition of 4PM as European Distributors and technology partner. Based in Dublin, Ireland 4PM will handle sales and customer training for Ireland, UK and Europe. 4PM will also be integrating AdLizard into Property Drive a unique tool set that newspapers provide to real estate agencies and brokers. Property drive online property management system that allows the newspaper to track the results of a web ad for both the newspapers site and the agent's site. In addition it collects visitor data that enables the agent to follow-up with visitors by email or other means.

"Partnering with 4PM will allow us to expand our increasing European Market. It will provide our newspaper clients a full featured real estate tool set that will have real estate professionals rethinking their relationship with newspapers as not just a vendor but marketing partner." – Ron Stalman AdLizard Marketing Manager.

"We selected AdLizard for it's open architecture and fast dot net platform. 4PM's Property Drive is an online property content management solution serving over 40,000 property listings, across over 2500 property agents, 30,000 landlords and auctioneers and over 75 estate agent websites. We needed the high performance that AdLizard and InDesign Server provide. " John Kennedy Managing Director – 4PM. The Property Drive system not only organizes and automates the real estate agents entire property portfolio online, but also allows for them to be listed, advertised and promoted, in their entirety across partnered and proprietary platforms, including the agent's website, online property websites and web exposure engines.

Integration between AdLizard and Property Drive is scheduled to be completed by early summer 2008. Similar to AdLizard, Property Drive is available as both a hosted solution and stand-alone.

About Lizard Research

Lizard Research has been developing On-line Advertising solutions since 1999 and has customers throughout Australia, Europe and North America. AdLizard helps newspapers generate new revenue and reduce the cost of ad production for both online and in-house production environments. For more information, visit www.adlizard.com

About 4PM

4PM are a web design solution provider based in Dublin, Ireland. Our service offerings include web design, consulting and application development. Our primary focus is in designing, developing and supporting prepress and online solutions for Real Estate businesses and for newspaper property publishing requirements. Our current client list includes some of the major regional newspaper titles in Ireland and real estate firms in Ireland and the United Kingdom. For more information, visit www.4pm.ie

###