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Press Release

AdLizard Announces New Hosted Ad Portal

AdLizard Ad Portal brings the power of AdLizard to newspapers with a hosted solution

Victoria, Australia, October 8, 2007 - Lizard Research developers of AdLizard the premier on-line ad production system announced today their addition of AdLizard Ad Portal. This is a hosted version of their powerful on-line ad production system. AdLizard Ad Portal is not a watered down version of AdLizard but offers all the features and functionality a regular system. The biggest advantage of Ad Portal is flexibility. Newspapers can select the type or combination of customer interfaces they want to provide for customers. The Portal provides transient customers quick and simple access to advertise real estate, their business or social announcements. At the same time provide contract customers a separate interface with the full power of customized ad creation.

Another benefit of AdLizard Ad Portal is newspapers can create their own templates as well as access a wide section of generic templates customers can use. Newspaper designers can tailor templates to their customers needs and market. If your customer needs a specialized or automated template, AdLizard can create those templates for you through our new online Template Assistant.

“The addition of AdLizard Ad Portal offers the best of both worlds to our customers. They can start as a hosted customer and convert to a self hosted solution at any time. Plus there are no retraining or retooling costs to move between the two as you would changing solutions. We have a solution that fits any size paper “ said Ron Stalman AdLizard Marketing Manager – North America.

During IFRA AdLizard will be demoing all their on-line solutions including: AdLizard Booking System, Template Assistant and our new AdLizard Dot Net automation tools. The new automation tools allow you to create a full page ad by simply uploading a folder, AdLizard does the rest. Experience the power of AdLizard for yourself.

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Corporate Summary

Lizard Research has been developing On-line Advertising solutions since 1999 and has customers throughout Australia and Europe. AdLizard has saved newspapers over \$150,000 a year in ad prep costs. We can do the same for you. Visit our web site at www.adlizard.com