



Small Company with a Big Heart

By Tim Hinson, Staff Writer

The goodwill is growing with companies like Adteractive making a big difference in the community

“... company-wide initiative to create a culture of giving and social responsibility”

About Adteractive, Inc.

Adteractive is the leading provider of performance-based online customer acquisition and lead generation services—developing unmatched proprietary technology, amassing the brightest minds in online media, and delivering results by tenacious execution.

San Francisco, CA, December 7, 2006

– One of the fastest growing companies in San Francisco is also a strong philanthropic force in the Bay Area. And, this is not just in regards to an executive charitable contribution, but a company-wide initiative to create a culture of giving and social responsibility.

Adteractive, which is a leading Internet Advertising Company, first set its sight on a beach cleanup with the **Golden Gate National Parks Conservancy**. A group of Adteractive’s 170 plus employee base volunteered and cleaned with purpose, completing two weeks of work for the park in two hours. In just one day, Adteractive was able to make a real impact for the coastal habitat, build their bond as a company, and foster new friendships. Tom, one employee who participated in the clean up states, “It felt great to unite and connect as one big Adteractive family while doing something very meaningful for the community.”

Adteractive’s involvement in the 2006 **San Francisco Food Bank Drive** was a tremendous success with their amazing accomplishment of 5,632 pounds in donations. For the nearly 150,000 hungry San Franciscans that need help right now, this is an answer to their prayers and a true sign of Adteractive’s growing involvement in community support.

More recently over the holidays, The Company joined forces with the **Marine**

Toys for Tots Foundation to offer over 500 gifts, making a lasting impression with the needy children of the Bay Area who deserve an abundance of care and support at this festive time of year. Anna, an employee who donated to the drive states, “I felt overwhelmed when I saw the huge effort employees at Adteractive made to ensure every child gets a toy. I am so pleased to work for Adteractive, a company with its community in mind.”

In 2007 The Company is starting off its community service with a sock drive for the **Project Homeless Connect**. The mission of Project Homeless Connect is to rally the city to support and create lasting solutions for homeless San Franciscans. The sock drive provides clothing to the homeless during the winter season.

“As our Company grows and prospers it is more important than ever to give back to our community and those in need. We take our community service responsibilities very seriously at Adteractive and have built a culture that cares and gives back. The men and women of the Adteractive family continue to do what they do best... helping to solve important problems. In this instance, it is about helping the less fortunate individuals within our community and I could not be more proud of them” said Sy Fahimi, Adteractive CEO.