



May 7, 2008

Dear AdMission Customers and Partners:

As of Tuesday, May 6, 2008, certain assets of AdMission Corporation became a part of The Cobalt Group via the close of an acquisition. Cobalt is a profitable, rapidly growing provider of a suite of digital marketing services to over 10,000 businesses in North America. Cobalt is a top tier partner of Google and Yahoo! and had deep vertical expertise in the automotive industry.

Support for the AdMission platform, partners and customer base will be retained in San Ramon, CA as a division of Cobalt. The majority of customer support, development, IT and integration personnel are remaining on the team. Both Cobalt and AdMission are dedicated to ensuring a smooth transition, and existing customers and partners in the publishing, real estate, and financial services industries will experience no immediate change to their existing or planned ad orders or integrations. All AdMission services and technical support will continue to be fully accessible and available.

This acquisition represents tremendous opportunity for AdMission advertising solutions because of Cobalt's commitment to the expansion of the AdMission platform. Several exciting upgrades, including ad creator 2.0, will launch in the near term continuing AdMission's tradition of providing unprecedented display advertising reach, engagement and effectiveness.

The focus for both Cobalt and the AdMission division remains customer revenue generation, success and satisfaction, and throughout the coming months, we'll be working personally with many of you to devise exciting new solutions that serve you better. If you have questions regarding the acquisition, please see the attached Customer Q&A document. You may also call AdMission directly on 925-328-1200 or email [admission-pr@admission.net](mailto:admission-pr@admission.net).

Your business is important to Cobalt and to the AdMission division. The entire blended team thanks you in advance for your continued patronage, and your trust in us to provide you with world-class advertising solutions and services.

Best Regards,

Sarah F. Pate  
AdMission President & CEO