

CONTACTS:

Alicia Libucha
Lois Paul & Partners
781-782-5703
alicia_libucha@lpp.com

Maxine Friedman
BrandIntel
646-202-9387
mfriedman@brandintel.com

Kevin Joy
BrandProtect
905-271-3725 x306
kjoy@brandprotect.com

FOR IMMEDIATE RELEASE

Brandimensions Significantly Strengthens Its Management Team and Board of Directors with Key Appointments

Toronto — June 28, 2007 — Brandimensions Inc., the parent company to BrandIntel and BrandProtect, today announced a number of key appointments to its management team and board of directors. BrandIntel’s President, Bradley Silver, and BrandProtect’s President, Roberto Drassinower, were named co-CEOs of Brandimensions. Craig Wallace, previously the company’s CEO, was appointed vice chairman of Brandimensions’ board of directors. In addition, the company’s board was expanded to include finance and industry veterans, Joseph Canavan, David Folk and Ken Nickerson.

As co-CEOs of Brandimensions, Mr. Silver and Mr. Drassinower will lead the company through an aggressive growth strategy. The co-CEO structure will optimize focus on Brandimensions’ two core business offerings – brand intelligence and protection – and provide strong leadership and accountability to ensure continued profitable growth.

“Bradley and Roberto both excelled in their respective roles as president of BrandIntel and BrandProtect,” said Craig Wallace. “Looking forward, I am extremely confident in their abilities to take on this increased responsibility as co-CEOs of Brandimensions, where they will bring unparalleled operating level and industry expertise to the company, allowing us to remain flexible, innovative and responsive to our clients’ needs.”

Mr. Silver has over ten years of experience in creating technology solutions, marketing, consulting, and brand development. Prior to joining BrandIntel, he held the positions of vice president of sales for an Internet brand development start-up company; executive marketing consultant - IBM, for the largest privately owned employment workforce improvement firm; and account executive for a leading supplier of client/server labor management solutions. Mr. Silver has extensive experience and success providing consulting, marketing, business development and strategic development to Fortune 500 companies throughout his entire career.

Prior to joining BrandProtect, Mr. Drassinower founded DME Consulting Inc., a boutique management consulting firm that advised on several acquisitions with aggregate revenues north of \$200 million. He also served as the CEO of SoftQuad Software Ltd., a company he acquired through a management buy-out in November 1998. SoftQuad went public in March of 2000 and

was sold to Corel Corporation two years later. Previously, Mr. Drassinower was president of Carolian Systems, a network management software solutions company. He is a frequent presenter at investor forums, and earned 'Best Investment' by the Toronto Venture Group Venture Fair in 1999 for SoftQuad and was named one of Branham Group's "Up and Comers" for the same year. Mr. Drassinower currently serves on the board of directors of Bell IP Solutions, a wholly owned subsidiary of Bell Canada.

"In addition to the creation of the aforementioned co-CEO leadership structure, we are very pleased that we will continue to benefit from Craig Wallace's tremendous experience and counsel as he serves as vice chairman of our board," said Elias Vamvakas, Branddimensions' chairman.

Before joining Branddimensions in June, 2006, Mr. Wallace was president and CEO of AOL Canada Inc., a wholly owned subsidiary of America Online Inc., a Time Warner company. Prior to joining AOLC, he was active in the Toronto private equity community as a general partner of IceAngels LLP. Mr. Wallace previously served as president and COO of publicly-traded PCDOCS/Fulcrum Inc., which was sold to Hummingbird Ltd. in 2000. Earlier in his career, Mr. Wallace was president and CEO of iSTAR Internet Inc., which was acquired by PSINet Inc. in 1997. Prior to this, during his seven-year tenure at Microsoft Canada, Mr. Wallace was a member of the company's executive management team. Mr. Wallace is a member of the Canadian Institute of Chartered Accountants and Institute of Chartered Accountants of Ontario.

"We are also very fortunate to have attracted three distinguished executives to our board," continued Vamvakas. "Joseph, David and Ken each bring years of leadership experience and proven track records for success, which will be invaluable as we take BrandIntel and BrandProtect to the next level. We are well positioned for a record growth year and are rapidly establishing ourselves as the leaders in online market intelligence and brand protection services."

Mr. Canavan has over 20 years of leadership experience in the wealth management industry and is the current CEO of Assante Wealth Management, Canada's leading provider of integrated wealth management solutions. As vice president and director, national sales at Fidelity, he helped grow \$60 million in assets into \$6 billion in four years and launched GT Global (Canada), which became the fastest-growing mutual fund company in Canadian history. Prior to joining Assante, Mr. Canavan was the president and CEO of Synergy Asset Management which was acquired by CI Financial in October 2003. He has won many industry awards and was named 'Person of Influence of the Decade' at the Canadian Investment Awards. Mr. Canavan is a member of the board of directors at the National Ballet of Canada and The Children's Aid Foundation.

Mr. Folk is the co-founder and managing general partner at Jefferson Partners, a technology venture capital firm. He has served on the boards of numerous private and public companies and has been instrumental to the success of Jefferson portfolio companies including Quack.com (acquired by AOL), iStar (IPO, acquired by PSINET), Wescam (IPO, acquired by L-3 Communications), Applied Terravision (acquired by CGI). Mr. Folk currently serves on the board of directors of TrueContext Corp.; Avotus Corporation; BorderWare Technologies Inc. and Natural Convergence Inc. He also co-founded, and is chair of eMagine, a national

philanthropic initiative aimed to raise \$1 billion in commitments from the entrepreneurial and investment community over the next decade.

Mr. Nickerson is the founder and CEO of iBinary LLC., a private technology research and investment firm. He recently completed both investing in and operating as CEO of OpenCola Inc., a collaborative search engine company (sold to OpenText Inc.), and CTO of ClearPulse Inc., a private research company developing non-invasive medical technologies and The DocSpace Company (sold to CriticalPath Inc.) along with several other start-up organizations. Mr. Nickerson also served as general manager of the Microsoft Network (MSN) in Canada, a wholly owned subsidiary of Microsoft Corporation, and was responsible for all e-commerce and consumer activities in Canada. Mr. Nickerson is a member of the Institute of Electrical and Electronic Engineers (IEEE) and the Association of Computer Machinery (ACM).

About Brandimensions Inc.

Incorporated in 2001, Brandimensions is the parent company of BrandIntel, a market intelligence company that analyzes online consumer-created content to advance business decision-making, and BrandProtect, an online brand security company protecting an organization's clients, brands and revenues from fraud and other abuses. With over 150 clients, both businesses are recognized in their respective sectors for transforming the way Fortune 1000 companies address brands' risks and opportunities due to the growth of the Internet. Brandimensions' mission is to leverage the combined power of technology and human analysis to make business strategy, sales/marketing and operations better, faster and more efficient. Brandimensions is headquartered in Toronto, Canada, with offices in the United States. For more information, visit www.brandintel.com and www.brandprotect.com.

###