

News Release

FOR IMMEDIATE RELEASE

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Alternate Access[®] selects MarketSmart Advertising to expand public relations efforts in 2007

*Agency's public relations department, WordSmith Communications, to implement
comprehensive public relations plan*

RALEIGH, N.C. (Jan. 29, 2007) – Alternate Access[®], a leading provider of converged communications solutions, has selected MarketSmart Advertising, a full-service, integrated marketing communications firm and part of Think Partnership's (AMEX:THK) Think Advertising Division, to expand its public relations efforts. MarketSmart's public relations department, WordSmith Communications, will implement a comprehensive plan, with a focus on increasing media coverage in select vertical markets.

WordSmith Communications will coordinate local and national media relations, assist with trade show publicity, promote coverage in trade publications, and enhance Alternate Access' position as an innovative business leader locally and within its industry and vertical markets. Alternate Access' diverse client base includes small to medium-sized companies in a variety of industries, including the floral, legal, printing and engineering fields.

Lewis Finch, president of Think Advertising, said, "Alternate Access shares our vision of putting the client first – not only by helping to grow each client's business but growing solid relationships as well. We are thrilled to work with the knowledgeable, experienced Alternate Access team and look forward to helping them achieve their public relations goals."

"We are impressed by the professionalism and experience that MarketSmart brings to the table," stated Adrienne Lumpkin, president of Alternate Access. "Their approach of 'telling the story' behind the company and technology really intrigued us, and we are excited about the opportunity to have our story told – a story of positively impacting our clients' businesses through the intelligent application of communications technology."

Founded in 1993, Raleigh-based Alternate Access provides intelligent business phone systems to small-business and branch-office clients locally and nationwide. Their innovative phone system solutions help increase profits by boosting staff performance and efficiency, enhancing customer service, and adding management reporting capabilities – all while decreasing labor and infrastructure costs.

Products include IP-PBX with Voice over IP, fax servers, unified messaging, Web collaboration, interactive voice response and call center applications, headsets and specialty phones.

By employing extensive experience and best practices, award-winning Alternate Access works in partnership with its customers to build creative yet cost-effective solutions. Customers discover sustainable competitive advantages while unlocking new business opportunities and reducing operations costs.

For more information on Alternate Access visit www.AlternateAccess.com.

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About MarketSmart Advertising

MarketSmart Advertising is a full-service, integrated marketing communications firm located in Raleigh, N.C. Part of Think Partnership Inc. (AMEX:THK), an international leader in interactive performance-based marketing and related Internet technologies, MarketSmart Advertising has offered world-class advertising, marketing and branding services since 1991. Over the years, the agency has grown to meet its clients' needs by adding an audiovisual production house, a public relations department and mystery shopping services. The advertising agency is ranked as the second largest in the Triangle region in the Triangle Business Journal's 2007 Book of Lists. For more information, contact MarketSmart Advertising at (919) 782-2360 or visit the agency's Web site at www.marketsmart.net.