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FOR IMMEDIATE RELEASE

**KEL & PARTNERS AWARDED FOR BEST VIRAL MARKETING
AT THE 2006 MITX AWARDS**

Eleventh Annual Awards Celebrates New England's Best Interactive Work

Westborough, MA, November 10, 2006 — Kel & Partners, the leader in Extension MarketingSM, has been selected as a winner in the category of Viral Marketing for the 2006 MITX Awards. Kel & Partners created BicBacSM (www.bicbac.com), an animated parody of business relationships and challenges, for its client, Centive. Without having to spend any money on a media buy, Centive successfully leveraged BicBac's viral approach as a humorous way to increase awareness, generate revenue, generate quality leads, drive registration and increase its customer base. The annual MITX Awards is the largest awards competition in the country that recognizes achievements in the development and implementation of interactive technologies. Winners were announced in 25 categories, including five "Best of" awards, at a ceremony attended by more than 800 industry professionals held on November 8th at the Boston Copley Place Marriott.

"MITX is synonymous with interactive innovation and Viral Marketing is considered the hottest, most creative, highest ROI marketing initiative on the planet," stated Kel Kelly, founder and CEO at Kel & Partners. "We are absolutely jacked to be the winner in this elusive category."

"This year's award submissions showed the most impressive elevation of ambition in quality, functionality, creative and technological achievements we've seen to date," said Kiki Mills, executive director of MITX. "These awards provide a forum to showcase the finalists and winners, and acknowledge the sophisticated work that is being created locally for nationally and internationally recognized brands."

Entries were judged by over 100 industry professionals representing various disciplines including creative directors, designers, technologists, online media representatives, investors and business professionals.

The 2006 MITX Awards were sponsored by 24/7 Media, Adobe, Atlas Solutions, Backbone Media, DLA Piper, Doubleclick, Eyewonder, IBM, Miller Systems, PricewaterhouseCoopers LLP. The media partner was MIT's *Technology Review*.

For the full list of winners, please visit www.mitxawards.org.

About Kel & Partners

Kel & Partners is the leader in Extension MarketingSM. Rooted in Client-Side DNASM, Kel & Partners builds explosive, positive awareness for its clients. Kel & Partners' clients range from early-stage, venture-backed start-ups to multi-billion dollar industry leaders. Services include marketing strategy, positioning, creative and public relations. Kel & Partners was named the winner of the Viral Marketing category in the Massachusetts Innovation & Technology Exchange (MITX), 2006 annual awards – the largest awards competition in the country that recognizes achievements in the development and

implementation of interactive technologies. Kel & Partners is a privately-held, privately-funded company headquartered in Westborough, Massachusetts. For more information, go to www.kelandpartners.com or call 508.366.2099.

About MITX

Established in 1996, MITX—the Massachusetts Innovation & Technology Exchange (MITX: “my-techs”) —is the industry and professional organization where technology, marketing and digital media intersect. Reaching more than 6,000 professionals in New England, MITX is a dynamic and growing community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make meaningful business connections and exchange innovative leadership, management and technical ideas. With more than 60 events each year, MITX provides its members with the opportunity to promote their companies to targeted audiences. MITX events also provide a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, Mass. For more information please go to www.mitx.org.

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