

CCM Marketing, Inc. to merge with Competitive Edge Media Mgt., Inc.

COMBINED COMPANY TO PROVIDE COMPREHENSIVE SERVICES TO BOTH BRAND AND DIRECT RESPONSE CLIENTS

San Luis Obispo, CA, August 20, 2008 - CCM Marketing, Inc., one of the leading sports, health and fitness agencies, announces the merger of their firm with Competitive Edge Media Management, Inc, an innovative full service advertising agency. The combined entity will retain the Competitive Edge Media Mgt., Inc. name and will be based in San Luis Obispo, CA. CCM Marketing will operate as a division of Competitive Edge.

The strategic combination of these two firms is expected to provide new and existing clients with a comprehensive range of media and administrative services in the Direct Response and Brand Advertising marketplace. The new Competitive Edge will provide a broad range of media services for all clients, ranging from Long Form and Short Form media placement, to print, direct mail and Online Marketing. Additionally, Competitive Edge has strategic relationships to assist clients in a broad range of services, ranging from infomercial creation and rehabilitation, to Merchant Services, Fulfillment, Customer Service, Full Reporting and Analysis and assistance with retail product placement.

Competitive Edge will continue to offer its leading-edge Multimercial™ platforms including Golf Shop Live!, Fast Track to Fitness and Private Label Multimericals™ for clients who wish to feature multiple products through their own branded creative.

Mark Jones, Chairman of Competitive Edge, said "This merger will offer incredible expertise in every facet of the Direct Response and Brand Advertising arena to our wide range of clients. Our management team offers more than 100 years of combined Direct Response and Brand marketing experience and allows us to exceed our clients expectations all under one roof."

Suzy DaSilva, President of CCM Marketing, adds, "In the 6 years since we founded CCM Marketing, we have developed an excellent reputation for client service and building profitable campaigns. This merger will allow us to increase the support we can offer clients beyond the sports, health and fitness business".

Competitive Edge's management team has worked on several of the most successful Long Form, Short Form and Brand campaigns including Tae Bo Aerobics, Sony Music Direct, Skil Tools, Golf Logix GPS powered by Garmin, Halo Vacuums and Trikke. The merger is expected to be completed by the end of 2008.

For more information, please contact Jeff Fischer, CEO, Competitive Edge Media Mgt., Inc. at (805)788-0685 or via email at jeff@compedgemediamgt.com, or learn more about the new Competitive Edge at www.compedgemediamgt.com.