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For Immediate Release

Momentum Developed Web Site for Mazda Canada Achieves Second Highest Ranking

in J. D. Powers and Associates Study

TORONTO, ONTARIO, July 2, 2007—A Web site created for Mazda Canada by Momentum Advanced Solutions Inc. (TSX: WWW), a leader in Internet outsourcing and major provider of outsourcing and managed services, achieved the second highest ranking in a major study conducted by J.D. Power and Associates. The study, which involved 27 automotive companies, including Mercedes Benz, Honda, General Motors, BMW and Toyota, rated vehicle shopper satisfaction with Canadian automotive manufacturers' Web sites.

The Mazda Canada website (www.mazda.ca) scored 845 points out of a possible 1000 in the study, only one point below the highest rated Web site, which belonged to Volvo with 846 points. More than 4,200 new-vehicle shoppers interested in buying a car evaluated the Web sites, according to a report from J. D. Powers and Associates.

Momentum also is the managed service and hosting provider for the Mazda Canada web sites and has had that distinction for the past 6 years.

Momentum's Web site design services focus on usability and user experience. Spearheaded by a team of vertical specialists, creative designers, and technology experts, Momentum operates at the forefront of the online industry. It offers a coherent, user-centric approach to interactive solutions that combines analytics methodologies, innovative design, and interface concepts.

The J.D. Power and Associates 2007 Canadian Manufacturer Web Site Evaluation Study examines Web sites from the viewpoint of shoppers who intend to purchase new vehicles within the next 12 months. Now in its second year, the study focuses on four key factors that contribute to overall customer satisfaction—information/content, ease of navigation, Web site appearance, and page loading speed. The study finds that new-vehicle shoppers consider several Web site features useful, including the ability to request a price quote directly from a dealer and obtain a brochure online.

More and more new shoppers are turning to the Internet as a means of researching vehicle options. Most see the Internet as a tool rather than a replacement for a showroom.

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There's also a strong link between shopper satisfaction with a manufacturer's Web site and the intention to consider a brand, which in turn makes having an easy-to-navigate, efficient, and attractive Website critical in the battle for market share, says a spokesperson for J. D Powers and Associates.

Momentum is a leader in Internet outsourcing and managed services. Its Internet outsourcing solutions provide customers with innovation and the Integration and Operations expertise required to reduce costs successfully and/or improve productivity by outsourcing mission critical web-based applications and managed Internet infrastructure to Momentum. Headquartered in Markham, Ontario, Momentum has offices in Ottawa, Windsor, and Toronto. Momentum Advanced Solutions is publicly traded on the Toronto Stock Exchange and trades under the symbol [WWW](#).

For more information about Momentum's services, contact Sheldon Pollack, CEO, Momentum Advanced Solutions, 155 Commerce Valley Drive East, Markham, ON L3T 7T2. Tel: 905-709-6825. E-Mail: sheldon.pollack@momentum.com URL: www.momentum.com