

Momentum Advanced Solutions Inc.
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For Immediate Release

Momentum Awarded Contract With Leading Automotive Manufacturer

Toronto, Ontario January 15, 2007 – Momentum Advanced Solutions Inc. (TSX:WWW), “Momentum”, a leader in the emerging world of Internet outsourcing, announced today that it has been awarded the design and build for the Canadian, customer-facing Internet site of one of the worlds largest automotive manufacturers. The initial contract value is estimated to be approximately \$650,000.

Momentum has a strong history of delivering high impact, user-centric solutions for some of the world’s largest automotive manufacturers.

According to a January 2006 report by the Polk Center for Automotive Studies, thirty-five percent of first-time vehicle buyers consider the Internet to be their most important informational tool, compared to 8.2 percent for television, 4.4 percent for magazines, 3.6 percent for newspapers and 1.1 percent for radio.

“Momentum has developed a number of key technologies and processes that have proven to help automobile manufacturers attract, qualify and convert new prospects by leveraging the power of Internet based technologies”, stated Sheldon Pollack, CEO of Momentum. “As a leader in the emerging world of Internet outsourcing, our success in the automotive vertical has come as a result of our ability to help these organizations manage their entire Internet value chain from strategy and thought leadership, right through to day to day operations from our Markham Internet Data Centre”.

About Momentum Advanced Solutions Inc.

Momentum is a leader in the emerging world of Internet outsourcing. Momentum’s Internet outsourcing solutions provide our customers with the Innovation, Integration and Operations expertise required to allow them to successfully reduce costs and/or improve productivity by outsourcing to us any or all of their mission critical web-based applications and Managed Internet infrastructure. Headquartered in Markham, Ontario the Company has offices in Ottawa, Windsor and Toronto. Momentum Advanced Solutions is publicly traded on the Toronto Stock Exchange and trades under the symbol “WWW”.

Forward Looking Statement

Investors should take note that certain statements in this press release are forward-looking and may not give full weight to all of the potential risks and uncertainties. These forward-looking statements include statements that are subject to risks and uncertainties. Forward-looking statements are subject by their nature to risks and uncertainties, and actual results, actions or events could differ materially from those set forth in the forward-looking statements. Any forward-looking statements speak only as of the date made. The company is not undertaking to update any information in the foregoing reports until the effective date of its future reports required by the securities laws.

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