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*For Immediate Release*

## **Momentum Signs Five-Year Contract with Mazda Canada \$2.5M Extension for Managed Hosting Services**

TORONTO, ONTARIO, August 23, 2007—Momentum Advanced Solutions Inc. (TSX: WWWW), (“Momentum”) a leader in the emerging world of Internet outsourcing and a major provider of outsourcing services, announced that it has signed a five-year, \$2.5 million contract extension with Mazda Canada to provide managed hosting services to the automaker. Under the new contract, Momentum will be responsible for the successful operation of Mazda Canada’s Internet infrastructure ensuring that all web properties remain secure, available and perform at optimal levels.

In addition to this agreement, Momentum will continue to provide a full suite of Web services to Mazda including interactive strategies, user experience, design and development for all of its web properties including its consumer site; [www.mazda.ca](http://www.mazda.ca).

Momentum designed, built and operates [www.mazda.ca](http://www.mazda.ca) which recently ranked second out of 27 automaker’s Web sites in the J.D. Power and Associates 2007 Canadian Manufacturer Web Site Evaluation Study. The Mazda site scored 845 points out of a possible 1000, just one point below the highest rated site. The study examined sites from the viewpoint of shoppers who intend to purchase new vehicles within a year. More than 4,200 new-vehicle shoppers interested in buying a car evaluated the sites.

“We’re fully aware that car buyers have come to depend on the Internet as the primary source of information on new car purchases,” stated Don Romano, President of Mazda Canada. “How we interact with these potential and existing customers plays a key role in the overall Mazda brand experience. Our goal is to ensure that our consumer-facing web site is engaging, informative, and available. We rely on Momentum to help us achieve these goals.”

“I believe the continued success we’re having with Mazda Canada comes as a direct result of the collaborative efforts of the very talented and dedicated Mazda and Momentum team members,” stated Sheldon Pollack, Momentum’s CEO. “We look forward to working with Mazda for another five years.”

Momentum offers a single point of accountability in the strategy, design and operation of an organization’s web-based properties, allowing customers to focus on core business activities. Spearheaded by a team of vertical specialists, creative designers and user experience, analytics and technology experts, Momentum operates at the forefront of the online industry.

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#### **About Momentum:**

Momentum is a leader in the emerging world of Internet outsourcing. 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 facilities in Cambridge, 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](mailto:sheldon.pollack@momentum.com) URL: [www.momentum.com](http://www.momentum.com)

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