

Momentum Advanced Solutions Inc.
155 Commerce Valley Drive East
Markham, ON L3T 7T2
www.momentum.com

For Immediate Release

Momentum Signs Strategic Deal with Chrysler Canada

To Provide Full Suite of Web Outsourcing Services

TORONTO, ONTARIO, November 19, 2007—Momentum Advanced Solutions Inc. (TSX: WWW), a leader in Web outsourcing services, has signed a strategic agreement with Chrysler Canada to implement a complete Web Management Program for the automaker. The contract calls for Momentum to re-engineer a suite of consumer facing web applications for the Chrysler, Dodge and Jeep brands in Canada and to provide all associated ongoing Web management services including hosting of those properties through its SAS70 certified data centre.

Momentum will work closely with Chrysler Canada's marketing team as well as with Chrysler's advertising agency, BBDO Windsor. Momentum's experienced automotive team helped them secure the assignment in a very competitive bid situation.

Momentum's Web Management Program takes a focused approach to vertical marketplaces in the automotive and financial services sectors. The program provides dedicated teams with in-depth sector knowledge and experience managing specific accounts within those industries. The team of specialists includes program managers, project managers, designers, user experience specialists, application architects and web developers, along with hosting and managed service specialists.

"We chose Momentum because of their depth of experience in the automotive sector along with their innovative and detailed approach to meeting our needs." says Pearl Davies, Senior Manager National Advertising, Chrysler Canada.

"Momentum's Web Management Program ensures that there's an ongoing partnership with our customers as opposed to the more traditional customer-vendor relationship" says Sheldon Pollack, CEO, Momentum Advanced Solutions. "Our strategy to focus on the automotive and financial services verticals works well because clients benefit from our subject matter expertise, our industry specific investments, and the advantages that a hosted and fully managed solution provides after the applications are created."

Momentum has implemented the Web Management Program to ensure that it is better positioned to deliver a more focused and valued approach to customers in the automotive and financial services sectors. At the same time, it is expected that Momentum will benefit from a more streamlined marketing approach for its application development service offerings.

About Momentum

Momentum is a leader in Web outsourcing services. Its solutions provide customers with the innovation, integration, and operational expertise needed to reduce costs and/or improve productivity by outsourcing their mission critical, web-based applications and 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, Momentum Advanced Solutions, Inc., 155 Commerce Valley Drive East, Markham, ON L3T 7T2. E-Mail: sheldon.pollack@momentum.com. URL: www.momentum.com. Tel: 905-709-6825.