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Jaz'd! adds B2B Publishing Leader to Management Team

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Andover, MA., December 18, 2008 - JAZD Markets, the leader in on-line B2B directory driven marketing as a service, today announced that it has recently added Michelle Palmer as the VP of Business Development focused on establishing deep partnership with targeted B2B Publishers. Palmer is a member of the Jaz'd! Management Team and will report directly to Founder and CEO, Jamie Bedard. "Michelle is a proven B2B publishing executive with a marquee resume of driving on-line growth at Reed Business Information. In adding Michelle to the Management Team Jaz'd! further solidifies its commitment to building strong financial growth through directories for our publishing partners," said Bedard.

Palmer will have direct responsibility for establishing and growing partnerships with leading B2B Publishing Groups. "Jaz'd! value proposition for B2B Publishers is compelling and the largest reason I chose to join the organization", stated Palmer. Jaz'd! combines guaranteed financial growth, a publisher branded web 2.0 directory platform, committed SEO traffic growth and a dedicated sales force in a turn-key program."

Palmer has over 15 years of executive level experience managing B2B brands with extraordinary on-line growth. Prior to Jaz'd! Palmer was Publishing Director at Reed Business Information with direct responsibility for Control Engineering and Manufacturing Business Technology. Palmer translated a traditional off-line business to a high growth on-line star within the RBI portfolio.

"I'm excited to be part of a leading-edge turn-key solution for publishers in today's economic environment. As publishers strive to increase online revenues by over 30% year-to-year, expand their on-line product portfolios, and drive new audiences to their websites, Jaz'd Markets will manage their complete directory solutions so they can reallocate resources and innovation to other online areas," said Palmer.

About Jaz'd! Markets - JAZD Markets is the leader in on-line directory driven Marketing as a Service for B2B located in Andover, MA. JAZ'D! combines B2B directory placement, contextual display advertising, lead generation and social media marketing into an innovative Marketing as a Service (MaaS) platform where advertisers generate real value from their on-line marketing spend.

JAZ'D! operates multiple on-line B2B markets under the brands: www.jazdchemicals.com, www.jazdtech.com, www.jazdenery.com, www.jazdfoodandbeverage.com, www.jazdconstruction.com, www.jazdtelecom.com, www.jazdmanufacturing.com, www.jazdhospitality.com, www.jazdelectronics.com, www.jazdoilandgas.com, www.jazdpackaging.com where buyers can easily find and the right product and/or service.

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