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Jaz'd! adds Web 2.0 Technology Innovator to Management Team

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Andover, MA., December 16, 2008 - JAZD Markets, the leader in on-line B2B directory driven marketing as a service, today announced that it has recently added technology innovator David Block as Vice President of Engineering. Block is a member of the Jaz'd! Management Team and will report directly to Founder and CEO, Jamie Bedard. "By adding such a proven Web 2.0 technology leader to head up our product engineering Jaz'd! is now positioned as the de facto technology innovation leader in B2B directories," said Bedard.

Block has a long and successful track record of web technology leadership. As Head of Product Development at ChoiceStream, the leading personalization engine for media companies and on-line retailers, Block helped lead the development and deployment of the personalization engine that is broadly used across on-line giants like Overstock.com, Blockbuster, Tesco, AT&T and Yahoo. Prior to his tenure at ChoiceStream Block held executive and leadership roles at Myteam.com, Lotus Development and Vertigo Development.

"While many consumer and media sites have adopted the latest technologies and interface advancements, B2B directories have not kept pace," said Block. "We have the opportunity to create a truly great user experience over a state-of-the-art technology platform. This platform will transform buyers' perceptions of B2B directories and improve the ability for advertisers to reach those buyers in measurable ways. I look forward to contributing to the exciting future of Jaz'd! Markets."

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.jazdenergy.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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