

**FORMER MONSTER WORLDWIDE EXECUTIVES LAUNCH CLICKFUEL
WITH \$2.5 MILLION SERIES A FINANCING**

Baird Venture Partners Leads Investment in Internet Marketing Services Provider

BOSTON, JUNE 25, 2009 – ClickFuel Inc., a Boston-based provider of Internet marketing services to small and mid-sized businesses (SMBs), announced today it has raised \$2.5 million in a Series A financing, led by Baird Venture Partners.

ClickFuel was founded in 2008 and is led by former Monster Worldwide senior executive Steve Pogorzelski, CEO of ClickFuel. Prior to joining ClickFuel, Pogorzelski spent over ten years at Monster Worldwide, parent company of Monster.com, including stints as EVP-Sales, President of Monster North America and Group President, International. The company was started by the former co-founder of AuctionPal, Colby West. Pogorzelski has assembled a team of several other former executives from Monster Worldwide, including Brian Farrey, former President of Monster Technologies, Rob Hayes, former VP Finance Global Sales, David Lynch, former Director of Sales, and most recently Denise Cautela, former Senior Director of Marketing, Emerging Markets. Leveraging their experience at Monster Worldwide in servicing the SMB segment, the ClickFuel team has developed a suite of solutions that can help SMBs build an online presence and reach more potential customers via the Web.

ClickFuel has developed a holistic suite of Internet marketing solutions to help local businesses drive brand awareness and customer acquisition via the Internet. The investment by Baird Venture Partners will help ClickFuel further expand its sales and marketing efforts and build upon its technology platform and product line.

“We secured this funding based on our ability to differentiate our services from those currently offered,” said Pogorzelski. “This not only serves as testament to the hard work and dedication of our entire team, but as an endorsement by a leading venture capital firm. We look forward to leveraging Baird Venture Partners’ experience and network in the business services sector as we aggressively expand our industry presence and ultimately our customer base.”

While SMBs are increasingly developing web sites and marketing online, most lack the time and expertise to effectively manage and market online marketing programs.

“Small businesses are facing significant challenges in today’s market,” said Bill Filip, Partner with Baird Venture Partners. “In order to gain a competitive advantage and maximize exposure, it is now more critical than ever for SMBs to implement more advanced, Internet-based marketing programs. ClickFuel addresses those critical needs by offering a scalable, affordable solution to the SMB market. Baird Venture Partners has a long history of investing in the business services sector and we believe ClickFuel represents one of the next big success stories.”

As part of the transaction, Filip and Jim Pavlik, Principal with Baird Venture Partners, will join ClickFuel’s Board of Directors.

About ClickFuel

ClickFuel is a trusted partner to small and mid-sized companies across the US looking to grow their business with the help of the Internet. Leveraging a variety of web-based communication vehicles, proprietary tracking and reporting tools and a high-touch service model, ClickFuel builds and executes online strategies that produce results by giving businesses the power to reach the people already looking for their products and services online. Founded in 2008, ClickFuel is headquartered in Boston, Massachusetts.



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About Baird Venture Partners

Baird Venture Partners, the U.S.-based venture capital fund of Baird Private Equity, makes venture capital investments in early and expansion stage business services and life sciences companies. Baird Venture Partners leverages its in-depth sector knowledge, experienced investment team and network of relationships to serve as a value-added partner for its portfolio companies. For more information, please visit www.bairdventurepartners.com.

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