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LINKSTORM AND ESOE FORM STRATEGIC RESELLER PARTNERSHIP

Cagliari, Sardinia, October 22, 2007 - Italian marketing and technology consultancy Esode and Linkstorm, a U.S.-based interactive marketing technology company, have entered into a strategic partnership where Esode will offer value-added content management and marketing services based on Linkstorm technology to the Italian market.

Linkstorm provides online advertising, e-commerce, publishing and social networking solutions via an Internet navigation and linking system that significantly improves performance and user engagement. Enhanced navigational displays appear whenever a user mouses over Linkstorm-enabled content, revealing additional options for more information. Called “Linkstorms,” they can be incorporated into any type of online content, including text, user-posted content, videos, logos or other rich media content including personal IDs, social networking profiles and banner ads. Linkstorms are instantly updated via a single point of control and are always up to date wherever they appear, even distributed virally by end users.

“We look forward to extending the reach of our unique navigation and interlinking solutions to the Italian market as well as the European market as a whole,” said David Sidman, founder and CEO, Linkstorm. “The larger European market holds great promise for the future of our partnership with Esode.”

“Esode has been always working with the goal to simplify the life of our clients and users and we are excited to represent Linkstorm in Italy,” said Giovanni Illomei, co-

founder and CEO, Esode. "Together with Linkstorm we will provide our clients with unique and innovative solutions that make it easier for people to share and access information."

About Linkstorm

Linkstorm is an interactive marketing technology and services company that is pioneering a new approach to online advertising, e-commerce, publishing and social networking through next-generation Internet navigation and hyperlinking. Linkstorm clients include national and global advertisers, agencies and publishers such as Cisco, Microsoft, Wal-Mart, GM, HP, Ogilvy, MRM, Digitas, Meredith and Hachette Filipacchi. Linkstorm is headquartered in New York City and is funded by visionary investors such as Esther Dyson and Jim Rutt. For more information, please visit: <http://dx.linkstorms.com/10000.1/pr46>

About Esode

Esode delivers consultancy and integrated I.C.T. services. The Business Operations provided by Esode include: communication and marketing activities, both on computer networks and on other media; software and multimedia applications, customized software, computer graphic design, and electronic databases; development and customization of local search engine applications; development of High Education Services Multimedia Platforms and e-learning systems. Recently Esode has been involved with the development of the new projects for the wireless connection of the whole Cagliari Campus University, as well as in the local search engine application for Cagliari University. Esode is also the Italian partner of the ETALENT, a Pan-European project co-financed by the eLearning program of the EU, and a Business Partner of Tiscali. For further information on Esode please go to www.esode.com.

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