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AMPUSH MEDIA NAMED BEST NEW LEAD GENERATION PARTNER

Emerging Company Recognized by Colleges and Universities for Excellence in Performance Marketing

SAN FRANCISCO, Calif. – January 11, 2011 – [Ampush Media](#), a disruptive education marketing startup, has garnered the inaugural [LEADER](#) award as Best New Lead Generation Partner in the Higher Education industry category. Ampush, founded in 2009, only started delivering leads in early 2010 but has been quickly recognized by clients as their best new vendor.

The Best New Partner award was voted on solely by colleges and universities that buy online leads. This showcases the industry's recognition of the company's focus on new ideas, optimization and client service.

"From the beginning, we set out to improve our industry by focusing on technology, integrity and fresh ideas," said Nick Shah, Chief Executive Officer, Ampush Media. "While we still have plenty of room for improvement, this award is validation that we're headed in the right direction. Next Year, we want to win for best quality and conversion."

In the past year, Ampush has added more than 75 new universities to its client roster. On average, clients have increased marketing dollars spent with Ampush by 30 percent per month.

Ampush's agency-like approach embraces transparency, a data-driven methodology and continued, real-time optimization. The company uses proprietary processes and algorithms to drive unique student inquiries to their university clients. This leads to better inquiries, more enrollments and successful students who go on to graduate.

"One of the greatest challenges facing admissions teams is determining which new third-party marketing service firms they should partner with," said LeadsCouncil Co-Founder Dave Wengel. "According to our members, the two most commonly sought after traits for new partners are innovation and

trustworthiness. Ampush Media embodies these traits and we congratulate them on winning our inaugural LEADER award for Best New Partner.”

The LEADER awards, a brand new annual awards program, are designed to spotlight best-in-class companies in online lead generation. The awards are given by industry advocacy group [LeadsCouncil](#). Awards were voted on by the winners’ peers, colleagues, clients, and partners.

LeadsCouncil is the first and largest independent industry organization focused on online lead generation. The organization was created to promote best practices for online lead generation and customer acquisition, develop industry-specific research, and foster education and networking in the lead generation industry. Organization members include lead buyers, lead sellers, technology solutions providers, and investment professionals.

About AMPUSH|media

AMPUSH|media is a disruptive performance marketing company focusing on student inquiry generation for higher education clients. The company takes a rigorous, data-driven approach toward online advertising, utilizing quantitative models and algorithms to buy media across social, search, contextual and display platforms. AMPUSH|media was founded in 2009 and is based in San Francisco, CA. For more information, visit: <http://www.ampushmedia.com>.