



For Immediate Release

Solutions in Marketing and What's up Consulting Merge Forces to Unleash the Marketing Power of the Internet

New technology offerings enable firms to improve and enhance their return on investment from the Internet while building customer loyalty

LAS VEGAS – July 18, 2002 - Solutions in Marketing, Inc. (SIM), a Las Vegas-based full service multicultural and integrated e-commerce marketing solutions leader, announced today that it is merging with What's Up Consulting, Inc., a leading Las Vegas-based enhanced email marketing firm.

Combined, the two firms marry What's up Consulting strength in email marketing technologies, email list services, and market specific knowledge with SIMs extensive integrated e-commerce solutions. By utilizing the power of the joined expertise, firms will have the ability to use a wide variety of high-tech marketing tools to fully maximize their Internet-based return on investment. Through the augmentation of offline database analysis and strategic on-line profiling of customer needs, the integrated technology will allow companies to seamlessly target specific customer market segments both online and offline.

"Our strength has always been in the ability to assist our clients in realizing the maximum financial benefits of integrating the relationship between technology and traditional marketing," said Loraine Phelps, CEO of SIM. "Many of our clients in the retail, real estate, grocery, financial, and raw manufacturing industries will be using this added service. We have always had a close working relationship with What's Up Consulting, and are excited about the future opportunities."

"The full service marketing approach that SIM brings to the merger will allow us to offer our clients an expanded suite of services including integrated e-commerce, retail marketing, database services and multicultural targeting solutions," said Matthew Miner, Founder of What's Up Consulting. "The strategic partnerships that SIM has with companies like Adaptive Information Technologies will allow us to not only offer solutions for e-commerce, but actually build, enhance, and service company sites and databases."

Miner will remain with the combined firm, assuming the new role of Vice President of SIM. He will directly oversee the expansion of e-commerce, Internet and software development division of the company.

The largest client of What's Up Consulting is Global Cash Access, the leading provider of cash access, financial management, and customer relationship marketing technologies to the gaming industry. Global Cash Access, a joint venture of First Data Corp. (NYSE: FDC) and M & C International, possesses the gaming industries largest patron database. It directly uses the services of What's Up Consulting, Inc. to empower enhanced email technology as a marketing tool for the gaming industry.

Visit us online at www.solutionsinmarketing.net.

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