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APEX Analytix Launches New Service to Stem Advertising and Media Losses

Helps companies protect profits and get more out of their marketing dollars

GREENSBORO, N.C. – March 10, 2009 – Industry analysts estimate that businesses lose up to 3.5% of the value of their annual advertising spending due to errors in payments against media plans and incorrect execution of advertising placements.

A new Advertising and Media Expenditure Review launched today by APEX Analytix helps companies stem those losses and ensure they get what they pay for.

“Today businesses are examining every aspect of their operations to reduce costs and boost cash,” said Michael Lustig, CEO of APEX Analytix. “For many firms, advertising can be a major cost center. In fact, the nation’s top 100 advertisers spent more than \$105 billion during 2007 alone. That means there are most likely significant dollars to be saved by finding and resolving mistakes in how advertising and media placements are managed.”

Common errors include duplicate charges, missed discounts or credits, delivery shortfalls, and charges for ads that didn’t run when, where and how the media plan specified.

The APEX Analytix Advertising and Media Expenditure Review blends expert analysis with industry-leading software tools designed to detect errors and uncover potential savings. Agency billings and invoices are compared to advertising contracts, media plans and buy orders. Analysts also look for fraud, waste and lost value associated with a client’s media and advertising investment.

To speed the process, APEX Analytix uses FirstStrike[®] software, a patented technology that automates much of the review process. To date FirstStrike[®] has helped companies save more than \$2 billion in profits from vendor billing errors.

“It’s no secret that advertisers, advertising agencies, and media suppliers are all experiencing tough times,” said Michael Buck, an advertising industry veteran and founder of AdSolutions LLC. “Mergers and staff reductions have become common and increase the likelihood that mistakes will occur and not be immediately detected. That

means APEX Analytix is offering the right solution at the right time. Companies can protect their profits and achieve the peace of mind that comes from working with the fastest-growing and most respected audit recovery company in the industry.”

To conduct an Advertising and Media Expenditure Review, APEX Analytix collaborates both with a client’s marketing staff and its advertising agency. As a result, analysts are able to make end-to-end recommendations for improving performance, protecting profits and building a more productive agency-client working relationship.

About APEX Analytix

APEX Analytix is an innovative audit recovery firm serving more than a third of the Fortune 100. The company has transformed the audit recovery industry with FirstStrike[®], a highly functional family of standards-based software that detects and prevents both errors and fraud and improves performance across the procure-to-pay process. To date FirstStrike[®] has saved businesses more than \$2.0 billion in overpayments and is the most widely used software of its type. For more information, call 800.284.4522 or visit www.apexanalytix.com.

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