



# Media Release

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## Thomas Kinkade Network Acquires OpenChannel Network

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MORGAN HILL, CA: (March 26, 2008) – The Thomas Kinkade Network, a leading provider of syndicated advertising management and internet media publishing, announced today that it has reached an agreement with OpenChannel Network to acquire its assets, intellectual property and team. OpenChannel develops and sells software solutions for rapid multimedia web content publishing and has recently announced a new software tool and method TunePoint™ as an entrance into the 20 Billion dollar online advertising business.

Tracy Bender, President of OpenChannel stated:; “We are very excited about this merger as we know we have the product and vision to capture our share of the multi-billion dollar online advertising market. The Thomas Kinkade Company’s depth and experience will be a great asset in bringing TunePoint to market.”

“It’s not good enough to have a great idea or a great product, you also need the team and financial backing to successfully execute. I am confident this new entity now has the team and force to become a leader in online advertising software and solutions,” stated Ray Zwiefelhofer, Chief Technologist of OpenChannel.

Todd Stewardson, Vice President of Sales for The Thomas Kinkade Company stated: “ As we explored additional business strategies, the online content and advertising market clearly caught our attention. We have a strong belief from working this past year with the OpenChannel team that they have the vision and product development strength to take this newly formed division to the next level.”

### **About the Thomas Kinkade Network**

The Thomas Kinkade Network provides online syndicated content and advertising services. Utilizing our knowledge in brand marketing and licensing we have developed specialized software solutions enabling rapid launch, and promotion of Search Phrase friendly sites to attract high dollar advertising customers. Our complement of channels carefully selected for their commitment to the same values so highly-prized by Thomas Kinkade, the Painter of Light™, including the warmth of home, the comforts of family, and all the joy that life has to offer. The Thomas Kinkade Network offers a host of Online Advertising and Online Promotional Solutions to launch scalable, engaging and profitable web channels [www.ThomasKinkadeNetwork.com](http://www.ThomasKinkadeNetwork.com)

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