

# Straight North Completes Acquisition and Merger of Whoast, Inc.

## Also Adds Joseph Cahill to Company and Board of Directors

OAK BROOK, ILLINOIS – June 1, 2009. Straight North, LLC announced today that it completed the acquisition and merger of Whoast, Inc., a leading Search Engine Marketing (SEM) and Web development company located in Chicago, Illinois. The combination of both companies further advances Straight North's interactive and digital marketing capabilities and leadership position in the marketplace.

"Interactive marketing has and will continue to revolutionize and lead revenue growth and brand advancement for our clients," said David Duerr, CEO of Straight North. "Whoast's technology platform and talented people integrated with Straight North's creative and strategic expertise accelerates our vision for delivering the most innovative and productive Web-based marketing solutions to our clients."

Whoast, founded in 2003, grew quickly into one of the premier SEM and Web development companies in the industry. "The emergence of the search marketplace led by Google was the perfect opportunity for us to apply our marketing knowledge and technology skills," commented Aaron Wittersheim, President of Whoast. "We believe this new relationship with Straight North will further expand our capabilities into more markets and opportunities and to enhance our overall value proposition."

In October of 2008, Straight North acquired Duffy Design Works, a leading graphic design and communications firm. According to Straight North's President, Kevin Duffy, "Our goal is to integrate the strongest marketing talent and differentiating technology into our company. We are completely focused on delivering the most effective, efficient and timely strategies for helping our clients increase revenue and profitability."

In addition to the Whoast transaction, Straight North is pleased to announce the addition of Joseph T. Cahill as Executive Vice President and Partner leading the business strategy group. "Joe and I have known each other for over fifteen years," said Duerr. "He brings additional experiences and talents to our leadership team and board of directors that will expand our value immediately to our customers. Whoast and Joe Cahill are each significant additions to our team, and their skill sets will complement and enhance our existing capabilities. Our creative, business and technological approach to marketing services has resulted in tremendous growth in a short period of time and our additions announced today will continue to enhance the value we deliver to our clients."

---

### ABOUT STRAIGHT NORTH

Straight North is an integrated marketing services company providing creative, strategic and technology solutions focused on increasing our clients' revenue and advancing their brand. Straight North's service offering includes Web development, search engine marketing, interactive and social media strategies, branding and communication, graphic design, market research, strategy development and consulting. Additional information can be found at: [www.straightnorth.com](http://www.straightnorth.com)

For more information please contact:

**Josh O'Berski**, Communications Analyst

**630-366-8150**

[joberski@straightnorth.com](mailto:joberski@straightnorth.com)