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**DECISION TREE MEDIA STRENGTHENS MANAGEMENT TEAM WITH
EXPERIENCED EXECUTIVE AND PREPARES FOR GROWTH**

***Former LexisNexis PeopleWise Founder and CEO Gary Cornick Joins as
Chief Executive Officer***

NEW YORK, NY - January 29, 2008 - Decision Tree Media, an innovative provider of online marketing and lead generation solutions for the insurance and financial services industries announced today at the SIIA Information Industry Summit in New York City that it has further strengthened its senior management team with the addition of a highly experienced industry executive Gary Cornick.

Cornick, the former founder and CEO of PeopleWise, a global pre-employment screening and information services company that was acquired by LexisNexis, will become the CEO and will also join the company's board of directors.

"Gary brings a tremendous amount of experience in online marketing, analytics and information services to Decision Tree Media through his work with LexisNexis PeopleWise and eBureau, and has had great success building start-up companies into market leading organizations. His leadership skills and industry relationships will be instrumental in helping us achieve our growth goals over the next three years," said company founder and President Bill McNulty.

"Bill and his team have done an excellent job in building the framework for a world-class online marketing and lead generation company. The combination of interactive learning, data mining and predictive analytics together with the company's extensive experience in financial services marketing provides a significant advantage in the market and will allow us to add incredible value to our client's sales programs," said Cornick. "I am fortunate to be joining a top-notch team and look forward to guiding the company through the next phase of growth."

About Decision Tree Media

Decision Tree Media, Inc. helps leading insurance and financial services companies develop new sales opportunities by delivering large volumes of highly-qualified leads that convert into sales. Combining interactive learning, data mining, predictive analytics and financial services marketing expertise, Decision Tree Media's patent-pending sales engine and interactive guides engage consumers online and convert them into offline sales. Headquartered in New York City, the company was founded by Bill McNulty, a former vice president and financial services specialist at Chase's Mergers and Acquisitions group in New York and London.

For more information about Decision Tree Media, please visit the company's website at www.decreemedia.com.