



PayPerClip is earning media attention.

Media	Headline	URL
<i>Event Solutions</i>	Managers' Corner: Take Five	
<i>DestinationCRM</i>	Is It Time to Include PR in the CRM Mix? A new pricing model pegs publicity to return on investment.	
<i>Investor's Business Daily</i>	LEARN TO ANALYZE DETAILS Give Your Profile A Push	
<i>Risk Management</i>	In Five	
<i>Executive Decision</i>	In Five...Why five is the number to remember to become a media relations star.	
<i>Promo</i>	Free Ink	
<i>The Record</i>	Pay-for-clip deals fuel debate	
<i>Day Spa Magazine</i>	Get What You Pay For	
<i>Business Lexington</i>	No-frills publicity: PR firms pare down services to media placement	
<i>Bulldog Reporter</i>	Pay-For-Performance: The Evolving Revenue Model for PR Firms	
<i>BrandWeek</i>	News Analysis: The Future Of Creativity: Fast, Cheap, Out Of Control	<a href="http://www.brandweek.com/bw/magazine/current/article_display.jsp?vnu_content_id=1003526195">http://www.brandweek.com/bw/magazine/current/article_display.jsp?vnu_content_id=1003526195</a>
<i>Inc Magazine</i>	Goodbye Retainers: Pay as You Go with Results-Based PR	<a href="http://www.inc.com/magazine/20061001/handson-marketing.html">http://www.inc.com/magazine/20061001/handson-marketing.html</a>
<i>site-reference.com</i>	Taking your PR Campaign to the Web: A Menu of Smart Partnering Strategies	<a href="http://www.site-reference.com/articles/Internet-Marketing/Taking-your-PR-Campaign-to-the-Web-A-Menu-of-Smart-Partnering-Strategies.html">http://www.site-reference.com/articles/Internet-Marketing/Taking-your-PR-Campaign-to-the-Web-A-Menu-of-Smart-Partnering-Strategies.html</a>
<i>American Executive</i>	Get What You Pay For	<a href="http://www.redcoatpublishing.com/features/f_02_06_Marketing.asp">http://www.redcoatpublishing.com/features/f_02_06_Marketing.asp</a>

<i>The Journal for Business Marketing &amp; Advertising Professionals</i>	Pay-for-Placement PR - The What, Why and How of No-Risk, Pay-for-Results Media Placements	<a href="http://www.businessmediamag.com/leadership_081405.html">http://www.businessmediamag.com/leadership_081405.html</a>
<i>PR Week</i>	Adults Living at Home Prime Targets	
<i>CRM Advocate</i>	Educating and Recruiting New Customers: The Pay-For-Placement Public Relations Model from a CRM Perspective	<a href="http://crmadvocate.com/required/payperclip.html">http://crmadvocate.com/required/payperclip.html</a>
<i>BusinessMedia</i>	Pay-for-Placement PR - The What, Why and How of No-Risk, Pay-for-Results Media Placements	<a href="http://www.businessmediamag.com/leadership_081405.html">http://www.businessmediamag.com/leadership_081405.html</a>
<i>PR News</i>	Is The Road To ROI Paved With Pay-For-Placement PR?	
<i>PR Week</i>	Billing Practices - Billing Models That Pay off for Both Sides	
<i>MarketingSherpa</i>	Marketing Wisdom for 2005	
<i>Economic Times</i>	CEO or not, Stewart holds co's success recipe	
<i>Reuters</i>	Martha Stewart Looms Large Even Without CEO Title	
<i>Fast Company</i>	The Urge To Unbundle; From music to PR, consumers are increasingly demanding products and services a la carte	<a href="http://www.fastcompany.com/magazine/91/open_essay.html">http://www.fastcompany.com/magazine/91/open_essay.html</a>
<i>Web Digest for Marketers</i>	Driving Traffic with PR: PayPerClip	
<i>PR Week</i>	Risktakers Can Find Profits with Pay-For-Placement PR Firms	
<i>PR Machine</i>	Pay-Per-Clip. Paperclip.	
<i>Strategiy</i>	New theories in PR: PayPerClip!	
<i>Emarketer</i>	PR Pay-for-Placement to Debut	
<i>e-Marketing</i>	PR Pay-for-Placement	
<i>Interest Alert</i>	PR Industry Catches Up With 21st Century Demands	
<i>PR Week</i>	Stephenson Group Launches PayPerClip	
<i>Find Law</i>	Stephenson Group Launches Affiliate PayPerClip	
<i>Seattle Times</i>	New Pay-for-Placement PR Agency	

<i>Bacon's ExpertPR</i>	PayPerClip, a new pay-for-placements public relations agency	
<i>BtoB Online</i>	Stephenson Group to launch 'pay-for-placement' PR agency	