

Leverage Marketing Search Engine Marketing Announces Expanded Partnership With Operation Smile

Leverage Marketing and Operation Smile extend their partnership to include paid search management alongside current SEO efforts.

FOR IMMEDIATE RELEASE

Austin, TX, September 14, 2009 – Leverage Marketing Search Engine Marketing (www.leveragemarketing.net), an Austin-based search engine marketing company, today announced the signing of its newest client, Operation Smile, a worldwide children’s medical charity dedicated to providing free life-changing surgeries to children with cleft lip, cleft palate and other facial deformities. Operation Smile will retain Leverage Marketing’s Pay per Click (PPC) Management alongside their Search Engine Optimization services to increase awareness, donor engagement, and stimulate advocacy.

“Over the last 10 months we have seen great results in our search engine optimization efforts with the help of Leverage Marketing and we are very excited to be extending that partnership to include our pay per click advertising,” said Eric Clark, SEO/SEM & Analytics Specialist at Operation Smile.

Leverage Marketing will be responsible for managing and restructuring Operation Smiles’ Pay per Click campaigns to drive traffic to their site and improve post-click behavior. They will not only be optimizing campaigns to garner clicks and visitors, but also making recommendations to improve landing pages for improved visitor engagement.

“We are very excited about expanding our partnership with worldwide children’s medical charity Operation Smile,” said Josh Maxwell, Vice President of Leverage Marketing. “Their dedication to helping children around the world a smile at a time is extremely impressive. We look forward to developing their profile on the web and bringing in more volunteers and donations while demonstrating our commitment to customer service.”

About Operation Smile:

Founded in 1982, Operation Smile, headquartered in Norfolk, Virginia, is a worldwide children’s medical charity whose network of global volunteers are dedicated to helping improve the health and lives of children and young adults. Since its founding, Operation Smile volunteers have treated more than 130,000 children born with cleft lips, cleft palates and other facial deformities and the organization has a presence in 51 countries. In addition to contributing free medical treatment, Operation Smile trains local medical professionals in its partner countries and leaves behind crucial equipment to lay the groundwork

for long-term self-sufficiency. To learn more about Operation Smile, or to make a donation, visit www.operationsmile.org.

About Leverage Marketing:

Leverage Marketing, Inc. is an Austin based full-service search engine marketing company focusing solely on ROAS (return on advertising spending), internet marketing, and lead generation. Leverage Marketing specializes in Pay per Click management utilizing Google AdWords, Yahoo and MSN, landing page optimization, Search Engine Optimization services, and web design. To learn more about Leverage Marketing and their approach to search engine marketing visit www.leveragemarketing.net.

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