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BridgePact International, Inc. Acquires The Foundation Network and MediaX2

Access to Leveraged Platform Increases Profits for Small and Medium-Sized Businesses

MINNEAPOLIS, MN – FEBRUARY 16, 2015 – BridgePact International, Inc. (founded in 2003) is proud to announce the new acquisition of The Foundation Network (non-profit and financial divisions) and MediaX2, a cause-driven digital media company.

The mission of BridgePact International is to provide an integrated platform experience for businesses and innovative solutions for consumers, commerce and communities worldwide. BridgePact International, Inc. provides unique access to integrated platforms for small and medium sized businesses that can now compete more effectively with major brands without the major capital expenditure.

“BridgePact International has acquired MediaX2 and The Foundation Network to further our mission. We provide leveraged platform access to help business owners to increase profits in our highly competitive and rapidly changing marketplace. Now business owners can put our integrated technology platforms and cause-driven consumer trends to work for them in new and powerful ways,” said company president, Michael Nelson.

Current advertising trends saw modest beginnings with the first print ad in 1704 (Boston Newsletter sold real estate) to the first radio spot in 1922 (WEAF owned by AT&T). In 1941, NBC launched the first 60 second television spot and 1990 SEO was born. In 1999, online advertising generated over \$2B in annual revenue and in 2000 Google ad words was launched with just 350 customers. In 2007, RTB (Real-Time Bidding) and retargeting was created exclusively for the Fortune 500 market and in 2012, digital media competition began to drive digital prices down so that small and medium-sized businesses could participate. Internet advertising surpassed \$40B in 2014 and is still on the rise. In the U.S., consumer purchasing of products and services associated with a cause has risen to 170% since 1993 and 89% of consumers want to know how companies they buy from support social issues.

BridgePact International’s integrated platforms are uniquely positioned to drive profits for small and medium-sized businesses. BridgePact Media provides a digital advertising platform that includes programmatic media, RTB (Real-Time Bidding) and retargeting. The BridgePact Non-Profit division provides access to a turn-key non-profit platform that makes it easy for businesses to engage with their customers to capture more market share and consumer loyalty. BridgePact Financial provides access to a powerful wealth building and asset protection platform that makes it easy and affordable to get your documents in place quickly.

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