

iCrossing Wins ad:tech Award for Best Campaign Optimization

New Lincoln Educational Services Web Site Designed and Built for Search "From the Ground Up"

SCOTTSDALE, Ariz. - April 16, 2008 - iCrossing, a global digital marketing company, today announced that it received the ad:tech Award for "Best Campaign Optimization" at the 11th Annual ad:tech Awards ceremony in San Francisco on Tuesday evening. The ad:tech Awards honor companies that help promote groundbreaking achievement in the creation, execution and functionality of interactive advertising and marketing.

Judged by a panel of industry observers, iCrossing took top honors in the "Best Campaign Optimization" category for its work for Lincoln Educational Services Corporation, one of the leading providers of career education and training. The Lincoln site was the result of a comprehensive Web development and search optimization effort to build brand awareness of Lincoln's brands and training opportunities for prospective students.

iCrossing optimized Lincoln's Web site "from the ground up" to maximize natural search visibility, and reflect and strengthen Lincoln's brand throughout a prospective student's entire decision-making process. Web site design and optimization was driven by in-depth market research. This research, combined with iCrossing's search analytics, drove the architecture, creative and keyword selection for the entire project.

"Findability' is a usability issue," said Adam Lavelle, chief strategy officer, iCrossing. "Our approach with the Lincoln site was to show how search, when considered at the beginning of the Web development process and based on solid research - can better target users and strengthen brands."

About iCrossing. iCrossing is a global digital marketing company that combines talent and technology to help world-class brands find and connect with their customers. The company blends best-in-class digital marketing services - including paid and natural search marketing, Web development, social media, research and analytics - to create integrated digital marketing programs that engage consumers and drive ROI. iCrossing's client base includes such recognized brands as Epson America, Toyota, Travelocity and 40 Fortune 500 companies, including The Coca-Cola Company and Office Depot. Headquartered in Scottsdale, Arizona, the company has 620 employees in 15 offices in the U.S. and Europe.

About Lincoln Educational Services Corporation. Lincoln Educational Services Corporation is a leading and diversified for-profit provider of career-oriented post-secondary education. Lincoln offers recent high school graduates and working adults degree and diploma programs in five principal areas of study: automotive technology, health sciences (which includes programs for licensed practical nursing, medical administrative assistants, medical assistants, dental assistants, and pharmacy technicians), skilled trades, business and information technology and hospitality

services. Lincoln has provided the workforce with skilled technicians since its inception in 1946. Lincoln currently operates 34 campuses in 17 states under five brands: Lincoln College of Technology, Lincoln Technical Institute, Nashville Auto-Diesel College, Southwestern College and Euphoria Institute of Beauty Arts and Sciences. Lincoln had a combined average enrollment of approximately 17,400 students at March 31, 2007.