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**New Chief Financial Officer Appointed To Momentum Web Solutions**

*Momentum Web Solutions, a leading provider of search engine marketing and website optimisation services for small and medium sized businesses, announces the appointment of Martin Wilkinson as Chief Financial Officer.*

**/24-7PressRelease/** - OXFORD, UK, February 02, 2008 -- Momentum's new Chief Financial Officer has made significant changes to the processes supporting the provision of search engine marketing and optimisation since joining in October. Martin is the former finance director of leading publisher Blackwell Science and has joined Momentum to bring financial rigour and strategic direction to the business during a critical period of growth and development.

In this role, Martin oversees the financial strategy and planning of Momentum, and has responsibility for all issues relating to financing and investment. Martin is focusing his efforts on putting in place processes and systems to allow Momentum to scale effectively in terms of the number of clients it can handle and the number of partners it can work with. Expansion in market reach and geographic coverage are two areas that will benefit from Martin's wealth of experience as an internationally accomplished financial and general manager.

"It was an ideal time to join Momentum," said Jonathan Fink, Momentum founder and CEO. "The company has made great strides in developing its News Content Management products that help clients realise high returns from their online marketing investments and we are attracting growing numbers of customers. As we take on new challenges in the online retail, services, manufacturing and even non-commercial sectors, we need people with expertise and experience to help grow and scale the business efficiently."

Most recently Martin completed two major terms as an Interim CFO at Oxford Innovation Ltd. and Ingenta plc. Previously, Martin was Group Financial Director at Blackwell Science Ltd from 1986 to 2001. At Blackwell Science Martin helped grow the publisher from a UK operation with turnover of approximately 15m to a world renowned company with turnover of 100m and subsidiary businesses in the US, Europe and the Far East.

"Momentum has established a good reputation in a fiercely competitive yet very immature market," said Martin Wilkinson. "It is exciting to be involved with a company that is growing and evolving so fast, and is clearly trying to establish standards of best practice in an industry where the rules are still largely 'unwritten'."

"I hope to bring direction and focus to the company, enabling it to grow effectively and efficiently and to implement its ambitious strategy," explained Martin. "The challenges with any new technology are always great, but especially so for one that will be used by hundreds of small and medium sized businesses. Momentum has built up a strong customer base and is establishing a reputation as provider of high-quality and innovative products in a market where few companies are creating effective scaleable solutions for SMEs."

"We felt Momentum was ready for a finance director that could take the business to the next level," said Jonathan Fink. "The organisation is already benefiting from someone with more experience in managing the implementation of strategic financial plans and processes. After two years of growth, we believe Martin can help guide the business through further expansion and attract substantial partners to help us scale the business and open up new markets."

A Speed Mentoring Event held at Venturefest and organised by The Oxford Trust led to the important introduction between Martin Wilkinson and Momentum. Martin Wilkinson joined the Oxford-based business in October 2007 and has become a director of the company.

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