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FOR IMMEDIATE RELEASE**Leading Public Relations Firm Snapp Norris Group Adds Several New Accounts**

- Two Utah Companies choose SNG to boost brand share-of-voice -

SALT LAKE CITY – Oct 23, 2006 – Industry leading PR firm Snapp Norris Group (SNG) announced today the addition of two new accounts: Canopy Ventures and InterbankFX.

Canopy Ventures is an early-stage venture capital firm targeting information technology companies in the western United States. The Canopy strategy is to invest in companies with the potential for transforming markets and provide Board level guidance and experience to ensure their success.

Interbank FX is an online training provider for the foreign exchange market. It offers traders a choice of three account types – mini, standard or money manager – using its proprietary trading platform. Interbank FX is focused on providing its customers resources and tools which will best limit their risks and increase their profitability.

The strategic thinking at SNG will support development and implementation of both clients' unique public relations plan. Each plan will include optimized coverage and exposure, solidification of each client's message and position, and strengthening of their business goals and initiatives.

"We are eager to help position these exceptional Utah product and service providers as leaders in their industries" said Leslie Norris, Managing Partner and Executive Strategic Director at SNG. "Our growing presence regionally and nationally has allowed the SNG staff to push the boundaries of media relations and powerful coverage results. Our innovative approach has cast Utah companies into the national and international spotlight where they have thrived."

These two clients join the ranks of other companies represented by SNG, the PR firm voted best in Utah by *Connect Magazine*.

About Snapp Norris Group

Snapp Norris Group (SNG) is the leading public relations agency in Utah, building on a long-standing reputation for excellence in public relations and strategic council. Currently, SNG is positioned among the nation's top 20 mid-size technology PR agencies. Providing all aspects of public relations planning and execution, SNG provides the key communications elements companies need to build a strong market presence in today's fast-paced and challenging world.

In 2006, SNG received *Connect Magazine's* Readers Choice Award for Best PR Firm, and Managing Partner Leslie Norris was recognized as one of Utah's Top 30 Women to Watch and one of vSpring Capital's Top 100 Entrepreneurs for 2006. Additionally in 2006, SNG was named a Utah Valley Entrepreneurial Forum's (UVEF) "Top 25 Under 5" for the second consecutive year, in competition with more than 100 Utah-based companies. SNG partners also serve in an advisory capacity to the Utah Technology Council (UTC) and MountainWest Capital Network (MWCN).

For more information about Snapp Norris Group, please call 801-208-1100, or visit www.sng.com.

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