



## **MIVA, Inc. Completes All-Cash Asset Sale of MIVA Media Business to Adknowledge**

### **MIVA, Inc. Focuses on ALOT Search-Related Products; Streamlines Ongoing Operations; Defines 2009 Strategy**

**NEW YORK, NY - March 12, 2009.** MIVA, Inc. (NASDAQ:MIVA) today announced the completion of the sale of assets relating to its MIVA Media operations to advertising network, Adknowledge, for cash consideration of approximately \$11.6 million, plus assumption of certain balance sheet liabilities, and subject to certain retained assets and liabilities and post-closing adjustments.

The transaction further streamlines MIVA, Inc.'s operations and accelerates the company's strategy of developing and expanding its high margin, consumer-oriented toolbar, homepage and desktop search-related products. As a result of the transaction, MIVA, Inc. has reduced total headcount from 129 on December 31 2008 to approximately 50, which includes the transfer of approximately 75 MIVA Media and certain corporate staff to Adknowledge. MIVA, Inc.'s remaining employees will work predominantly out of the company's New York offices, with a small number remaining in Fort Myers, Florida.

MIVA, Inc. intends to use the proceeds from the sale of the MIVA Media business to focus on the expansion of its ALOT product portfolio. Peter Corrao, MIVA, Inc.'s President and CEO, commented:

"We believe that consolidation is required in the Pay-Per-Click sector and that Adknowledge is extremely well positioned to take advantage of MIVA Media's assets."

"MIVA, Inc.'s ongoing strategy is to focus on developing and expanding our ALOT products and monetizing the high value type-in search they deliver. The transaction delivers increased capital and, importantly, will enable us to focus our technology, business development and product marketing teams on the growth and expansion of our ALOT brand."

MIVA, Inc.'s common stock continues to trade on the NASDAQ under the trading symbol 'MIVA'. MIVA, Inc. intends to change its name and ticker symbol in the near future.

The investment bank Petsky Prunier LLC acted as financial advisors and Baker & McKenzie LLP and Potter Anderson & Corroon LLP acted as legal advisors to MIVA, Inc. in connection with the sale of the MIVA Media business.

[www.alot.com](http://www.alot.com)  
[www.mivainc.com](http://www.mivainc.com)

#### **About MIVA®, Inc.**

MIVA, Inc. (NASDAQ:MIVA) is an Internet company that owns and operates the ALOT product portfolio. ALOT's products are designed to 'Make the Internet Easy' by enhancing the way consumers engage with content online. The company's millions of active users utilize ALOT to **discover** 'best-of-the-web' third party content, **display** that content through customizable toolbar, homepage and desktop products and **deliver** high value search traffic to MIVA, Inc for in-house and third-party monetization.

#### **Forward-looking Statements**

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "anticipate", "plan," "will," "intend," "believe" or "expect" or variations of such words and similar expressions are intended to identify such forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including (1) our planned use of proceeds, (2) our ability to successfully execute upon our corporate strategies, including our plans for the MIVA Direct business and the ALOT products, (3) our ability to develop and successfully market new products and services, and (4) the potential acceptance of new products in the market. Additional key risks are described in MIVA's reports filed with the U.S. Securities and Exchange Commission, including the Form 10-K for fiscal 2007 and our most recently filed Form 10-Q.

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