



CONTACT: Rebecca Kimmons
O 304 343 2886 C 304 553 4576
r.kimmons@katscandu.com

For Immediate Release
Thursday, March 13, 2008

SURPRISE! NEW WEBSITE AWARDS CASH TO LOYAL SITE USERS AND 500TH REGISTRANT

SANTA FE, NM -- David Boland, founder of a new website that will pay cash prizes to commercial junkies for simply indulging their habit, never told anyone he would give a loyalty award for users who play the AdJack sweepstakes game every day, or that he would make the 500th registrant a winner. He did both this week.

On Friday, March 7, AdJack.tv registrants came to the site at 5:58 p.m. ET to see if their pastime of watching commercials would yield one of three sweepstakes prizes totaling more than \$126,000.

Elizabeth Mays of Stevensville, Michigan, and Robert Schmitt of Lake Shore, Minnesota, submitted the maximum of eight sweepstakes numbers last week, and for that, each will receive an AdJack loyalty bonus of \$100. The 500th person to register on the site, a resident of Hamden, Connecticut, won \$100 for showing up at the right time.

"Our business plan is to give away money to consumers who watch commercials on AdJack," Boland says. "The site's online community has to wait for the magic moment when fortune throws out a winning number, but in the meantime, AdJack can choose to reward early adopters. We'll give a cash prize to the 2000th site registrant, and we'll continue to create ways to reward loyal AdJack members between sweepstakes payouts."

AdJack.tv membership is open to anyone who wants to register, but only persons 18 years of age and older who are residents of states other than Florida, New York, or Puerto Rico, are eligible to win the sweepstakes. Official weekly prizes are \$100,000 for MadJack, \$25,000 for MoJack, and \$1,000 for CrackaJack.

–ADJACK–

rhk/3-10-08