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**JUST FOR KICKS: CLEVER COMMERCIALS PLUS CASH PRIZES
NO HASSLES. NO INVASION OF PRIVACY. NO CATCH. REALLY.**

SANTA FE, NM -- The founder of a website that tops the kick of watching clever commercials with weekly chances to win one of three of the nation's most substantial sweepstakes prizes wants a winner, and he wants one now.

AdJack.tv founder David Boland says it may seem strange, but he really wants to pay the big MadJack prize of more than \$100,000 users might win simply for registering on the site and watching five commercials.

He'd be happy to pay the \$25,000 MoJack prize. Or the \$1,000 Crackajack.

And why is Boland so anxious to pay?

"When somebody wins, I expect word will spread quickly that this is for real," says Boland. "When the \$100,000 MadJack gets claimed, interest in AdJack will escalate at least \$100,000 worth.

"A lot of people love commercials," Boland continues. "That's evident by the millions of views Super Bowl commercials generate. When we watch them on television, they come and go—or they are played ad_nauseam," Boland continues. "On AdJack.tv, you click on what interests you, and if something makes you mad, you can say right there on the spot where others can agree or disagree."

Boland promises AdJack users will never get a single commercial solicitation, survey, or pop up window. The site takes the consumer's point of view, encouraging individuals to rate commercials, comment on them, share or save them. A blog and brief items highlight consumer news and events.

So what's the catch? Who's making money, and how?

"Advertisers who are interested in knowing how consumers respond to their current or potential commercials will decide how much they want to pay-per-view daily, for seven days. They will pay each time a user selects an ad," says Boland. That's it. Very simple. Consumers get a permission-based, clutter-free interactive environment where they are entertained. The sweepstakes is completely optional."

Site membership is open to anyone, but only U.S. residents of all states and D.C. (except Florida, New York, and Puerto Rico) who are 18 or older are eligible to win the sweepstakes. Corporate headquarters are in Santa Fe, NM. The site designer is Happy Cog Studios of New York City and Philadelphia. –ADJACK–

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