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ESCONDIDO WOMAN WINS “WHAT THE??? AWARD” ON FORMER SAN DIEGAN’S WEBSITE STARTUP

SANTA FE, NM -- Selena Ossana of Escondido, California, found herself the happy recipient of \$200 this week by the luck of a simple keystroke. She hit the registration button at www.adjack.tv at the right moment, making her the 1,000th person to become a member of the new website's community. And what is this community about?

They watch commercials. For fun, and maybe profit.

In spite of the marketing industry's seemingly dour opinion of such sites and the recent demise of Firebrand.com, former San Diegan David Boland maintains that lots of people enjoy watching commercials, and that they'll do it just for fun. He thinks they are even more likely to watch if they have the proper incentive.

The Marine fighter pilot, who also spent formative years in Las Vegas, figures everything is more fun when the possibility of winning cash is attached to it. So with the help of a few investors, he launched his idea of a site where members opt to watch commercials uninterrupted by TV shows, and they automatically get up to eight chances to win substantial cash in a weekly sweepstakes drawing for indulging their whims once a day and twice on Fridays.

“Maybe if I were a marketing pro I might ‘know’ that this can’t be done,” Boland says, laughing. “I’m reading all these bloggers who say they knew Firebrand would never work, and I’m amazed at the number of marketing people who say people don’t like to watch ads. But I’m looking at websites that show millions of people are watching ads for fun. How do you explain that?”

Firebrand.com, an expensively produced website with a companion television show that featured commercials as content, shut down earlier this month. Boland's AdJack.tv is comparatively plain. No busty women introducing commercials. Just a screen viewer, a selection of ads, a blog/news section where viewers can vent, and the weekly carrot of three sweepstakes prizes for a potential payoff of more than \$126,000.

The gimmick, Boland says, is that there is no gimmick, other than the sweepstakes.

The former TOPGUN pilot sees himself as a regular consumer who adamantly opposes interruptive marketing techniques such as pop ups, hates spybots, and promises never to sell his members' individual information. Once the site reaches its full potential, he will offer aggregate marketing information to advertisers whose spots appear on his site. Boland is presently living in Santa Fe, New Mexico, where he has established offices for AdJack, Inc. **-AdJack.tv-**

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