



For Immediate Release

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LOWER BURRELL WOMAN WINS \$1,000 ON NEW WEBSITE

SANTA FE, NM -- Kate Usher of Lower Burrell, Pennsylvania, is the first winner of a sweepstakes prize on a new Internet site that presents commercial videos as entertainment.

Usher registered on www.adjack.tv Thursday, March 13, and the following day, won the \$1,000 Crackajack with her first entry number.

Watching five commercials on AdJack.tv earns registered site users opportunities to win \$1,000, \$25,000, or the grand MadJack prize of at least \$100,000. Every week the biggest prize grows even bigger if it isn't won. Registering on the site is free. The only requirement to win is that the member watch five commercials of his or her choice.

This Friday's Madjack prize is up to \$112,500.

"It's amazing that I won with my first submission," Usher says, "but what's even more amazing is that I took advantage of the site's option to change the numbers in my series. I had a 23 and I decided to change it to a four. The last number was a one, and I decided to change it to a three. The numbers didn't look right to me. I went with my gut."

The winning sequence of numbers was 24, 9, 8, 15, 4 and 3. The \$1,000 prize requires a match of four out of the first five numbers in any sequence, plus a match of the final bonus number, which the site supplies. AdJack members who are logged on the site at the time of the drawing are asked to submit numbers to form the winning sequence.

Founder and CEO David Boland conceived the AdJack concept during his final year in Cornell University's MBA program, in 2006-2007. With financing from a group of investors, Boland launched the site on January 11, 2008.

The recent fizzle of Firebrand, the \$30 million website and hour-long TV show launched in November, 2007 that offered commercials as entertainment, has not curbed Boland's enthusiasm for his project.

"A lot of people like watching clever commercials," he maintains. "Their popularity on websites and on big television events like the Super Bowl proves that. Do

they want to spend an hour watching them? Maybe not. But a five-minute break for a few kicks that great commercials deliver seems like an attractive proposition.”

An even more attractive proposition is the possibility of winning up to \$100,000 in return for the investment of nothing more than five minutes’ time. Boland says his site is getting visits each day from every state in the union, including Florida, New York, and Puerto Rico, where the sweepstakes game is prohibited. Residents of 52 countries have also scanned the site, although only US residents aged 18 and older are eligible to win prizes.

For now, word seems to be spreading fastest through the ranks of “sweepers,” people who dedicate time and effort to entering sweepstakes of all types. They communicate through Internet sites.

Boland feels sure that once AdJack firmly establishes its reputation for “scrupulously protecting the privacy of its members,” site membership will grow even faster. He hasn’t given up on attracting the audience that likes commercials for their entertainment value. “I think that audience tends to be more skeptical of a Website that offers big prize money. They instantly think there has to be a catch, and that the catch won’t be pleasant.”

His gimmick, Boland insists, is that there isn’t a gimmick, unless you consider the original mother of all gimmicks, the free opportunity to win cash prizes, a gimmick.

“Ok,” Boland says, “the money is the pork chop that gets the dog, the consumers, to play with the baby, the ads, but ultimately, AdJack is a consumer’s site. We don’t assault our members with pop-up ads, lengthy surveys, and other marketing devices that usually annoy consumers on sites that offer lucrative prizes. We don’t sell users’ private information. Period.”

Boland does plan to offer advertisers aggregate marketing information that could be useful in test marketing and planning once the site reaches critical membership mass.

Kate Usher lives in a rural area about 30 miles northeast of Pittsburgh. She spends a lot of time on the Internet, and learned about AdJack from her involvement with Online-Sweepstakes.com, a community featuring a categorized, searchable directory of current online sweepstakes, contests, and giveaways. She frequently goes to the AdJack site, but was unaware that she submitted a winning number on March 13.

“I got an email on April 1 informing me that I had won,” she says. “I thought it was a prank. But when I got two more emails from the CEO of the company, I decided to respond.”

Boland discovered that Usher won the first sweeps award on March 14 in a routine systems review earlier this week.

"I considered not sending the announcement on April Fool's Day, but I wanted to share the news so badly that I took the risk that it might be interpreted as a joke," Boland explains. "Believe it or not, I may have been as excited as Kate. I have been waiting a long time for this day."

Boland is eager to pay the sweepstakes prizes because it will establish his site's credibility, which in turn will increase the number of people who use it, which ultimately will place him in an advantageous position when it comes to negotiating with top-notch producers of excellent ads.

Usher's response to AdJack confirms Boland's induction that enough people enjoy clever ads to ensure success for a site that features them as the main attraction.

"I like the idea of looking at ads," Usher says. "At my house, they mute the ads on television. My husband doesn't like to watch them, but I do. I like to see the interesting aspects of them. Some are comical, some are informative. Some of them are just plain stupid," she said, laughing, in a telephone interview.

Usher says she always rates the ads she watches, but she doesn't comment on them. "I'm not going to get too far out there," she says. "I'm happy to just watch the ads and rate them."

A regular sweepstakes player, she says the AdJack prize is the largest she has won. "I've won a lot of small stuff, like \$25 certificates, and once won \$300 worth of CDs. One site I go to awards points for watching ads. But this is the first time I've won a big cash prize."

Boland says the site will in beta testing phase until all systems work efficiently. "Our members can count on collecting the cash if they win," Boland says. "We intend for AdJack to be a straight-forward, no nonsense place where folks can come to have some fun. It's that simple."

—AdJack—

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