



For Immediate Release

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LUCK INSISTS ON BETHEL PARK PA WOMAN THREE TIMES

SANTA FE, NM -- A Bethel Park, Pennsylvania woman got lucky three times last week when she won a \$200 cash award for being the 2,000th person to register on a new website that offers cash prizes for watching commercials.

Ciara Eisenbarth, a freshman at St. Francis University in Loretto, Pennsylvania, didn't realize she was the 2000th person to register on AdJack.tv, or that her accidental position made her \$200 richer. She ignored the email informing her she was a winner.

By chance, her boyfriend saw a news item on the AdJack website that said a Bethel Park woman had missed her chance to collect a prize for being number 2,000 because she never responded to the notifying email.

"He knew it was me," Eisenbarth said. "He called me up and said, 'Are you kidding me? Why didn't you open the email?' I saw it, but I didn't think anything about it, so I didn't open it. When I went back to find it, it was gone. My brother uses my email every once in a while, and he must have erased it, thinking it was trash."

She found an email address for AdJack founder and CEO David Boland on the website, and shot him an email asking if it was too late to collect. Lucky for her, Boland extended the response period from 48 hours to seven days from notification. He had asked her to respond by noon on Thursday, April 10.

"We're all learning during this Beta period," Boland says. "I can understand how anybody might miss an email from a stranger, especially since everyone battles a daily tidal wave of spam. She had just signed up, so she didn't expect to hear from AdJack so soon."

The website offers members who are 18 years of age and older up to eight chances per week to win sweepstakes prizes ranging from \$1,000 to more than \$100,000, in exchange for watching entertaining commercials. Participation is free. Boland conceived the idea while he was a Cornell MBA student in 2006-2007.

The site went public on January 11, 2008. Kate Usher of Lower Burrell, Pennsylvania won the first sweepstakes prize on March 14, the \$1,000 Crackajack. The MadJack prize, now at \$117,500, grows every week that it remains unwon.

—AdJack—