



Facts

What it is and how it works:

AdJack.tv offers commercials and promotional videos for their entertainment value. The incentive to regularly return to the site is a weekly sweepstake game with three levels of prizes for registered eligible users. Commercials are added to the site each Friday.

To enter the sweepstake, members watch their choice of five ads per day at least once in the week-long promotion period. Members may enter once each day except Friday, when they may enter once before the 6 p.m. sweepstake drawing, and once after the drawing in the new week's game. This constitutes a total of eight entries or chances to win per week.

A patent-pending sweepstake drawing mechanism allows members who are logged in at the time of the drawing to submit numbers that make up each week's winning sequence.

Site membership is open to anyone, but only U.S. residents (except those in Florida, New York, and Puerto Rico) who are 18 or older are eligible to win the sweepstake and other cash prizes.

Sweepstake prizes are **MadJack**, beginning at \$100,000; **MoJack**, \$25,000; and **CrackaJack**, \$1,000. The MadJack prize grows each week it is not won. MoJack and CrackaJack prizes remain the same from week to week.

AdJack also awards cash prizes for loyalty and to celebrate milestones. Random members have been rewarded \$100 for returning to the site the maximum number of times per week, and for being the member who happens to register at a certain time. The 500th, 1000th, and 2000th registrants each have won cash prizes of \$200.

"From the AdJack Blog" offers interactive commentary on ads. "Latest News" highlights brief items of interest to the AdJack community.

History, Revenue Model and Personnel

The site was activated in beta phase on Friday, January 11, 2008. Two \$1,000 CrackaJack prizes have been won, in March and April, 2008.

The AdJack revenue model is pay-per-view. Users can click through to advertisers' websites or to purchase through third party sites, but no commercial transactions take place on the AdJack site.

Founder/CEO David Boland was a US Marine TOPGUN F-18 pilot until 2005. He holds a 2007 MBA from Cornell University's Johnson School of Management. Patrick Houlahan is vice-president, investor relations; Sarah Halstead is business development director.

Corporate headquarters are AdJack, Inc., 117 Lugar de Oro, Santa Fe, NM, 87501.

Happy Cog Studios of New York and Philadelphia designed and developed the site.

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