

Out of the Starting Gate: tyBit's First Payout to Affiliate Partners

Eleven months ago, tyBit Unified Search (www.tyBit.com) hit the Internet running and after coming out of Beta in September, tyBit is already one of the fastest-growing search engines on the Web. Registering over 60 million searches in September and 70 million searches in October, tyBit's growth is setting a blistering pace. The tyBit business model trumpets transparency and no click-fraud and it is proving itself as a state of the art ad network. tyBit has more than 45,000 advertisers in its extended network. tyBit delivers fast, relevant search results to its users and pays its affiliate partners the most robust revenue share in the industry. Today, tyBit announced that it is sending thousands of dollars in commission checks to its partners.

Clarence Briggs, CEO of tyBit, said, "We have hundreds of AdVARs and affiliates who will receive their first payouts this month. While in Beta, hundreds of early-adopter entrepreneurs joined us in our effort to provide relevant search that is click-fraud free. We are pleased to issue cash distributions to folks like Arjaree Sutton, who received a check for \$434.65 after one month." Briggs also indicated that tyBit advertisers benefit because the pay-per-click (PPC) and Global Keyword Registry (GKR) rates are very inexpensive with transparent reports and zero click-fraud.

The grass roots movement to revolutionize the way people search started years ago when Briggs, also CEO of Web hosting and domain registration company Advanced Internet Technologies (www.AIT.com), became frustrated with his treatment as an advertiser with other search engines. He decided to build a search engine of his own, and the movement has caught on. "The fact that we are making thousands of dollars in cash distributions to AdVARs and affiliates only 60 days out of Beta, and in the current economic climate, says a lot about tyBit and our acceptance in the marketplace," stated Briggs. With over 45,000 advertisers in tyBit's advertising module and a large number of third-party advertisers, tyBit's growing number of AdVARs and partners will earn even more from their competitive revenue share. In fact, tyBit encourages its affiliates and AdVARs to contact advertisers directly and offer to manage their ad campaigns inside of tyBit. Partners and AdVARs receive up to 40 percent of any advertising revenue they generate. tyBit does not compete with its partners. It allows them to private-label the engine. "ISPs, carriers and traditional media are waiting in line to get their own search engine," said Briggs.

Kenn Rivers is a successful AIT reseller located in Tacoma, Washington. He decided to expand his businesses and become a tyBit AdVAR and affiliate. River's first commission check from tyBit will be \$521.54. He also earns considerable revenue managing ad campaigns for his clients in tyBit. Rivers teamed with AIT as the corporate advisor of WACommerce (www.wacommerce.org) a new government procurement portal, with tyBit embedded, that is designed with the small-business owner in mind. "Our company's focus is on helping small business clients increase their bottom line and save money," said Rivers. "Through WAsearch.us, a tyBit affiliate site, and as a tyBit ad manager, I'm excited to provide my clients a way to get actual 100 percent click-fraud free advertising, and they love it! I haven't seen any other advertising program offer this. It's great."

Dennis Espindola, owner of GlobalKeywordRegistrar.com, located in Soquel, California, augmented his business with tyBit's GKR and AdVAR programs. As a search engine marketer, Espindola immediately saw the benefits that tyBit's GKR program would provide his customers. "I have developed a new stream of income, managing pay-per-click advertising for my clients," said Espindola. The AdVAR program helps Espindola earn a revenue share based on the money his clients spend with tyBit. The Affiliate program

also gave Espindola everything he needed to create his own tyBit search engine at OodlesSearch.com. A feat Dennis thought would be years away took only a few hours to complete with tyBit. “tyBit’s AdVAR/Affiliate program provides you with the ability to become your own search engine just as I did,” says Espindola. He goes on to say, “My companies have seen great things working with tyBit. I can’t wait to see the new features in 2009.” “Becoming a tyBit AdVAR creates new streams of income to power your business to the next level.”

Many of the successful AdVARs are AIT resellers. These successful entrepreneurs leverage the combined products and services of AIT and tyBit to offer comprehensive Internet marketing packages to their clients. Multiple industry studies have shown that you can increase the effectiveness of your online advertising campaigns in search engines with cross-channel marketing strategies. AIT has two new products that create opportunities to present information and sell your product to the customer. “AIT’s Email Marketer Pro (www.ait.com/email-marketer/) , is a hosted e-mail marketing application that allows you to send thousands of e-mails per day, while remaining compliant with industry standard anti-spam emailing rules. Furthermore, it is s an excellent compliment to tyBit’s Global Keyword Registry and Pay Per Click advertising. AIT’s Email Marketer Pro, a hosted e-mail marketing application that allows you to send thousands of e-mails per day and is an excellent compliment to tyBit’s Global Keyword Registry and Pay Per click advertising. Our newest product, tyVoice (www.ait.com/tyvoice/) , is an automated telephone calling system. This product enhances the portfolio of AIT’s state-of-the-art marketing tools,” said Avery Skelton, vice president of sales and marketing for AIT.

tyBit is a member of the Interactive Advertising Bureau, an industry trade association dedicated to maintaining the highest standards in online advertising. tyBit Inc. began development of its search engine and social network early in 2006 and came out of Beta at the end of September. tyBit is affiliated with AIT, a technology company that has maintained 14 straight years of sustained profitability and generated hundreds of millions of dollars in revenue while creating a profound economic influence, on its surrounding community. AIT has been named twice to the Inc. 500 list of fast-growing firms and three times to the Deloitte & Touché Fast 500 list, and has been previously named as the N.C. Entrepreneur Firm of the Year.

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