

tyBit Pumps Search Engine with Ad Dollars: Partners & Affiliates to Benefit

(Fayetteville, NC) tyBit, Inc. (www.tyBit.com) today announced that it has contracted with several XML feed companies and traditional print media sources to increase the number of advertisements seen in its Unified Search Engine, tyBit.com. tyBit has seen a dramatic rise in the number of searches it receives since it officially moved out of Beta in September. To match the increased number of searches which exceeded over 70 million in October, tyBit decided to expand its ad inventory with 3rd Party providers. In addition to tyBit Partners, AdVARs and Affiliates ability to sign up advertisers directly, tyBit will backfill with additional ads using the same revenue share model. "Our model is different," said Clarence Briggs, CEO and Founder of tyBit. "We don't compete with our channel partners and affiliates but feed revenue to them and provide them with complete control of their own private label version of tyBit.

"It is all about the numbers," said Mark Schierling, Advertising Sales Executive for tyBit. "We are growing fast and need to provide quality advertisement to the millions of users searching tyBit. We have 6,000 direct tyBit advertisers but still have lots of available inventory to monetize. We expect our partners and affiliates will start to see a steady increase in their revenue share." Company officials claim tyBit now ranks in the top 10 for search engines in terms of raw search numbers.

tyBit is now partnering with Kanoodle, LookSmart, GenieKnows, 7Search, Affinity, Miva and others to allow advertisers to feature their products and services to the Internet's fastest growing search engine. Company officials say tyBit is the only search engine ad module that provides text, audio and video advertisements within tyBit search results. "What better way to sell a product than to show the product with a video ad inside the tyBit virtual studio?" said Kitti Jo Finch, General Manager of tyBit. Although the Rich Media section of tyBit's ad server is still in Beta, tyBit has had a great deal of interest in the way it deploys ads. "We believe that relevant, cost-effective video is the next generation of interactive advertising," said Finch.

In the third quarter of this year, traditional newspapers saw their online editions garner 41.4% of all unique visitors to web sites on the Internet according to an analysis sponsored by the Newspaper Association of America. tyBit has moved quickly to partner with traditional print media. The Caledonian Record in St. Johnsbury, VT, the Rapid City Weekly News in Spearfish, SD and the Kalona News in Kalona, IA are tyBit Publishers with their own comprehensive search engines.

tyBit is affiliated with AIT (www.AIT.com), a technology company that has achieved 11 straight years of sustained profitability and has generated \$100s of millions in revenue while creating a profound economic influence on its surrounding community. AIT has been named 2 times to the Inc. 500 list of fast growing firms, 3 times to the Deloitte & Touche Fast 500 list, and has been previously named as the NC Entrepreneur Firm of the Year.