

## tyBit™ Launches Free Advertising & AIT Web Hosting

John Aldridge uses tyBit™ ([www.tyBit.com](http://www.tyBit.com)) to search several engines simultaneously, and recently signed up for the adScriber™ Program for Free online advertising. "I just signed up and my ads are already displaying. I use open source Firefox and tyBit™ freeware, and now advertise for free." He also signed-up for AIT web hosting services ([www.AIT.com](http://www.AIT.com)) to sell his Home Security Products. "With Christmas Holidays here, I'm pleased to be a tyBit adScriber™ and AIT web hosting customer." AIT is providing Free search engine optimization (SEO) for its adScriber™ hosting customers to increase their natural rankings in tyBit™.

The adScriber™ Program provides tyBit™ subscribers with free advertising on tyBit™ which searches multiple search engines. "This is an interesting approach to search advertising," said William Presley, OSL Search Analyst. "Businesses can earn targeted advertisements with increased search usage instead of paying money for ads. The more they use it, the more their ads are displayed." During Beta, adScriber™ ads are displayed on a run-of-site basis including video ads. "While not yet keyword relevant, this allows small businesses unable to afford pay per click (PPC) advertising a chance to get started aka net neutrality. This is obviously a market stab at Google's affiliate or adSense™ model," said Pressley. We had so many subscribers and adScribers™ sign up after the announcement that we actually had to double tyBit™ infrastructure because of the sudden load increase," said Clarence Briggs, tyBit™ CEO.

"tyBit™ is the all-in-one Web 2.0 experience," said Sean McCoy, VP of Marketing. "It accelerates search, increases relevancy, personalizes results, guards against malware, and integrates text, video and other media ads. It also ferrets local content based on a subscriber's actual location displaying results in a single window-desktop, PDA, or cell phone like iPhone, Windows Mobile or Pocket PC. This is why tyBit™ downloads and usage have exploded." Recently, officials announced the tyBit™ loyalty program which randomly awards cash to users. "If that money icon starts blinking in the toolbar, they've won \$100 or more," said Steve Young, tyBit™ CFO. "Users get a superior search experience plus a cash-bonus." Officials indicated the next release includes the Ad-Management, Partner-Module and Grid Computing Betas, and a version that integrates into hosting and domain registration control panels to be released by ([www.AITdomains.com](http://www.AITdomains.com)).

Officials said tyBit™ users get their own, Free personalized social-networking dashboard, like myspace.com or facebook.com, with email, IM, video player, blogging, and more. "I'm really excited about this offering," said Heath Thieme. It includes anti-virus and anti-spam features, contact lists, a calendar, and PGP encrypted email." Their approach to online communities is unique. "Unlike other online communities that were built ad hoc, or around *demographic origin* like age, gender, or race," said General Manager, Kitti-Jo Finch, "our network dynamically builds communities around *common interests*" based on searches. Anyone, regardless of age, gender or race can be interested in football, mortgage rates, gaming or online dating. Because we are building communities around common interests, we will build a large, sustainable subscriber base that will continue to use this service well into the future. We have signed one online community as a partner and have inquires from several others."

Company officials stated tyBit™ resulted from their dissatisfaction with the search industry's PPC & affiliate models susceptible to click fraud. Their click fraud experience with Google led to class action litigation and suing the Fayetteville Observer Newspaper for committing click fraud against its advertisers. Briggs believes the solution to click fraud and an Internet search alternative is tyBit™. "Our partners aren't getting their share of online advertising dollars but they have the subscribers said Briggs, the Army Infantry Veteran. They want fairness, customization, accountability, their brand and transparency. We can deliver this with tyBit™ and a 40% revenue share - a deal you can't find anywhere else." Briggs said that's why tyBit™ won Best Product RU at the Channel Partner Expo Show in Las Vegas and has jammed its partner pipeline with over 40 Telcos, Carriers, ISPs, media

companies, MLM, OEMs and various other subscriber-based organizations to include non-profits seeking to be tyBit™ partners.

tyBit, Inc. [www.tybit.com](http://www.tybit.com), copyrights, trademarks and logos and other third-party trademarks referenced in this press release are the property of their respective owners.