

Search Engine tyBit™ Unleashes Again!

(Fayetteville, NC) January 16, 2008. Today, tyBit™ (www.tybit.com/?pdkw=pr-tybit-fr-1-15-2008) of NC announced three major initiatives as it moves from Beta to full production by second quarter 2008. According to company officials, tyBit™ has 84 major partners in its pipeline representing over 62 million tyBit™ search engine users worldwide. "First, the ad module is open for Beta and free sign up," said Clarence Briggs, CEO of tyBit™. "Second, we are allowing pre-registration of Keywords for our Global Keyword Registry™ or GKR™. Third, we are pleased to announce our new "shop" function so users can search and compare pricing for products and services across the web."

Ad module opened for Beta testing. "We have over 5,000 advertisers currently in the system and during the Beta period, they are advertising for free," said Kitt Jo Finch, GM of tyBit™. "The ad module is up and running and we are soliciting advertiser feedback as we put the finishing touches on the search engine for our scheduled debut second quarter." Officials announced that the next generation ad module is already in development and can actually deliver text, audio or video ads based on keyword relevancy displaying results Desktops, PDAs, or cell phones. "Now any business can have a very affordable television commercial on the web," said Finch. "And tyBit™ provides three types of advertising opportunities including pay-per-click without click fraud, CPA or cost-per-action and KWR or key-word-registry."

Search, Surf and Shop for Best Deals. tyBit™ just added another search tool to its arsenal of growing user benefits. Not only does it search multiple engines, protect your privacy, accelerate searching and provide users with fresh content based on preferences, it allows them to shop the web. "I actually asked my mother what she wanted in a search engine for this one," said Michael Roberts, CIO and head of technology for tyBit™. "We really are trying to make the user experience feature packed. We now search several engines and directories so tyBit™ users can shop for items and compare pricing and terms of service, this is truly one-stop-shopping. The next release will add several language translations like Spanish, Chinese, and German. We are also building a social network and best of all a web-based version for an affiliate program without click fraud. Soon, anyone with a website can earn money by signing up to become a tyBit Web Partner™ and have their own search engine. Mac and Linux users have also asked for versions."

Preregistration of Keywords launched. As William Harrison of Lottery Software, LLC knows firsthand, click fraud is real, expensive, and shows no signs of disappearing. "The problem is the affiliate model based on pay-per-click. The credibility of a system where affiliates get paid every time my ads on their websites are clicked is shady. I am looking forward to this new model." Today, tyBit™ announced its solution to the click fraud problem with the launch of its Global Keyword Registry™. "The GKR™ is 100% click fraud free, we've removed the motive for it completely. Our keyword registrants purchase a word or phrase for a period of time, like 24 hours, and regardless how many times their ads are clicked, advertisers pay one flat rate for that period," said Sean McCoy, CMO of tyBit™. Company officials have opened the Keyword Registry for pre-registration so future tyBit™ Advertisers and Keyword Registrars (or resellers) can take advantage of this new form of online advertising and be first to register their keywords at <https://ads.tybit.com>. The pre-registration period will continue until end of 2nd Quarter 2008 when tyBit™ officially opens for business. "This is similar to pre-registration for domain names for new Top Level Domains or TLDs," said McCoy. "The instant the tyBit™ ad module is out of Beta and goes live, registered keywords will be controlled by keyword registrants or keyword resellers who pre-registered, and for a period of 30 days they may use them or resell them at any price they choose. During the Beta period the pre-registered keywords will still be displayed in the tyBit™ search interface and relevant to the natural searches performed until the ad module Beta is over and the bidding system goes live. Many companies spend in excess of six or even seven figures a month on pay-per-click (PPC) advertising in the search engines. With tyBit™, keyword registrants can achieve a first mover position by registering and using or reselling valuable keywords. Our Beta registrants will get first crack at working with the new ad module," according to McCoy.

Partner Module Nearing Completion. Company officials also announced that the long-awaited Partner Module where select tyBit™ Partners receive 40% of gross revenues generated by subscribers using the Partner's tyBit™ ID is nearing completion. "The initial spark that drove the development of tyBit was our dissatisfaction with the search industry's pay per click model and the associated click fraud," said Briggs. "Our partners have indicated that they are frustrated because they don't feel they are getting their fair share of the interactive advertising dollars even though they have the relationship with subscribers. They also want customization and transparency which they aren't getting now. We can deliver this to them with tyBit." "While the major search engines seem preoccupied with becoming media content moguls, tyBit seems intent on redefining the search paradigm to produce greater relevancy, reduce click fraud, and offer channel partners a piece of the search advertising pie. Last year with a pre-beta version, tyBit™ won

Best Product runner-up at the Channel Partner Expo Show in Las Vegas. "It's an interesting development that we will definitely keep our eye on" said Berge Kaprelian, President and CEO of Beka Publishing of Channel Vision magazine. "tyBit is an interesting initiative because it combines unique technology with a business model that allows traditional media to get back into the game and earn their share in the advertising market," said Paul Stapleton, Managing Director of DH Capital, LLC.

tyBit™ is affiliated with AIT (www.AIT.com/?pdkw=pr-tybit-fr-1-15-2008), a web hosting and domain registration 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. Additionally, Briggs recently returned from Washington, DC after briefing Senators Elizabeth Dole and Richard Burr about the formation of the Briggs-tyBit Charitable Foundation for Education. The mission of the foundation is to provide 30 to 40 % of tyBit™'s gross revenues to fund education in North Carolina.

Source: tyBit, Inc

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Summary:

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