

tyBit Ad Module Delivers PPC Alternative to Traditional Media

Company reports response to ad module overwhelming.

While most of the national economic forecasts call for a recession later this year, many businesses have already seen a downturn in new customers and recurring business over the last six months. How can businesses cut costs while maintaining crucial advertising campaigns at the same time? Interactive advertising is all the rage but the specter of click fraud still remains. Traditional media is feeling the cascading pinch as businesses are hesitant to advertise in a troubled economy. According to recent data released by the Newspaper Association of America, total print advertising revenue in 2007 plunged 9.4% to \$42 billion compared to 2006, the most severe percentage decline in over 50 years. "The drop-off points to an economic slowdown on top of the secular challenges faced by the industry," said Jennifer Saba of Editor & Publisher. "The second worst decline in advertising revenue occurred in 2001 when it fell 9.0%." According to Saba, the growth in online advertising for Newspapers could not stave off the losses in print. National print advertising revenue dropped 6.7% to \$7 billion last year. Retail ads slipped 5% to \$21 billion. Classified ads plunged 16.5% to \$14.1 billion.

"I think we have the answer for traditional print and media," said Clarence Briggs, CEO of tyBit, Inc. (www.tyBit.com/?pdkw=alt-traditional-media-fr-04-01-2008). "Over the past two years we have been building and rebuilding tyBit, and end of second quarter we are making tyBit 1.0 available to the public. The ad module Beta has been a success using over 5,000 advertisers serving millions of ads per day. The last Beta before releasing tyBit 1.0 is the Partner Beta and for that we have 3 large partners and 80 search affiliates." Partners who have existing web properties with eyeballs will be able to sign up and manage their own advertisers who can run PPC and KWR interactive ad campaigns, said Company officials. "I have been one of the Beta advertisers," said Wally Bell. "I am extremely impressed with the tyBit ad module, reports and results of my online PPC campaigns. It is easier to use than Google's ad module and more flexible because I can make and serve my own video ads." Company officials indicate that over the past 90 days usage of the tyBit search engine has grown exponentially doubling each month. This metric reflects the actual searches conducted by subscribers using the ultra-fast client-side search engine.

The success of tyBit search usage is supported by industry analysis conducted by the Center for Media Research. In numerous reports covering various interactive market segments from media buyers, women over the age of 45, social networking communities, wealthy and minority households, and the political advertising industry has grown far beyond expectations. Gary Drenik, President of BIGresearch, concludes, "It's no longer enough for marketers to advertise only a slogan...(they) need to better understand the changing dynamics of the consumer media market and develop new marketing plans that integrate new media to replace the erosion of traditional media..." Company officials claim that tyBit is the cutting edge of the new media with over 100 partners in its pipeline representing 60 million users.

Why is tyBit a better advertising network? The industry's excitement is due to the value for the advertiser's dollar. The new media industry watchdogs estimate that up to 35% of all PPC traffic is artificially generated, AKA Click Fraud. tyBit delivers fast, relevant, secure, search results with little or no click fraud in its PPC platform, and none in the Global Keyword Registry. tyBit also delivers the features that subscribers want with more to come such as fully integrated secure mail, comparison shopping and a social networking platform, in addition to the ability to distribute text, video and audio ads that are keyword relevant. tyBit is making interactive advertising affordable for small businesses as well as larger enterprises who spend billions each online year. "Until the end of May, anyone can advertise for free in tyBit simply by signing up," said Kitti Jo Finch, GM for tyBit. "Once 1.0 goes live in June this year, we will begin to charge for advertising in tyBit. We know that we have produced the most relevant, powerful and cost-effective interactive advertising in the industry."

tyBit is affiliated with AIT (www.AIT.com/?pdkw=alt-traditional-media-fr-04-01-2008) a web hosting and domain registration company that has achieved 12 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.