

PRESS RELEASE



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POINT OF VIEW

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Under Embargo until March 27, 2008 at 12:00 am ET

Announcing the Official Launch of VoterVoter.com

Non-Partisan Service Gives Power to Individuals, Makes it Possible for Citizens to Place Political Advertisements Directly on Television

SAN FRANCISCO, March 27, 2008 — VoterVoter.com is officially launching today, (<http://www.votervoter.com>). VoterVoter.com provides an easy way to directly help your candidate or cause through broadcast media. VoterVoter.com empowers you to select or create the advertising message of your choice and have that message air on TV stations around the country without having to know anything about buying media time.

VoterVoter.com was founded to further democratize the political process and allow individuals to show direct support for a variety of causes or candidates. VoterVoter.com manages the entire advertising process - from content selection to target demographics and media buying, to Federal Election Commission (FEC) filings. Now, individual consumers can easily place political advertisements of their choice directly on broadcast television. By purchasing TV broadcast time directly, individuals are not confined by the FEC limit of \$4,600 annual campaign contribution to a specific candidate.

Several hundred thousand dollars of TV ad insertion orders have already been received by VoterVoter.com in its pre-launch phase.

“Some passionate citizens wave signs on a street corner; others walk door-to-door distributing leaflets. Some individuals sponsor cocktail parties to meet their favorite candidates. Now, with VoterVoter.com, passionate citizens can influence literally millions of their fellow voters by purchasing TV time,” stated Eric Mathewson, founder of VoterVoter.com.

HOW VOTERVOTER.COM WORKS

VoterVoter.com leverages web-based technology to help any individual who wants to sponsor a specific political advertisement on television have his or her voice heard locally or nationally. VoterVoter.com users go through the following steps:

Step 1

Content selection/creation: VoterVoter.com provides a variety of advertisements that the contributor can select, based on their specific political beliefs. These advertisements are then tailored to include information about the specific sponsor, as required by FEC guidelines. In addition, contributors can submit their own advertisements for review by VoterVoter.com and submission to broadcast television stations.

Step 2

Audience targeting: VoterVoter.com makes it possible for sponsors to target the advertisements as broadly or as narrowly as they like. Users can choose to target by metropolitan area, state, time of day, age group and other demographics.

Step 3

Media Buying: VoterVoter.com media buyers work with each individual to help determine the appropriate mix of advertising placements needed to reach the desired audiences.

The non-partisan concept of VoterVoter.com was created by WideOrbit, a software company driving the business of advertising.

“WideOrbit’s deep understanding of the broadcast advertising business, and our position as the leading TV advertising management system, enables us to effectively provide this service on a nationwide basis,” said Mathewson, Founder and CEO of WideOrbit and VoterVoter.com. “VoterVoter.com makes it possible for individuals who truly care about specific candidates, issues, and causes to easily access the power of broadcast television.”

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About VoterVoter.com

Non-partisan VoterVoter.com provides passionate Americans with the ability to purchase broadcast television time to promote candidates or causes of their choice.

VoterVoter.com was conceived by Eric Mathewson, Founder and CEO of WideOrbit. WideOrbit drives the business of Advertising by providing Sales, Traffic and Billing software solutions for the global media industry. WideOrbit’s core software product, *WO Traffic*, manages more than \$10 Billion dollars in advertising revenue and is currently implemented by more than 950 television stations, radio stations, and cable networks. VoterVoter.com is a business unit of WideOrbit, Inc.