



MEDIA/PRESS KIT

a member of the TransWorldNews family of sites

News – Press Releases – RSS – Media Distribution – Social Networking Site YourFINDit

TransWorldNews, established in May of 2002 as an Internet news provider, is a recognized global leader in online news and press release distribution. TransWorldNews offers the most comprehensive and up to date publication for national and international news. With the constant struggle for global market recognition, it is imperative for companies to strategically align themselves with organizations that can enhance their business and contribute to their growth. TransWorldNews' interactive integrated Internet media portal provides a business or individual the with the ability to distribute news releases, upload audio interviews, access financial newsletters and analyst reports, create company and/or individual profiles, blog, advertise and/or access a variety of other tools to help them effectively network and market themselves.

TransWorldNews offers an array of services to companies worldwide, including the distribution of News, and Company Profiles. In addition, TransWorldNews operates as a syndication network through our RSS News Feed, which transmits up-to-the minute information over our Internet Affiliate web-sites.

TransWorldNews' has a 24/7/365 staff of writers that publish original content detailing current news from around the world. These areas include business, entertainment, finance, music, politics, sports and world events.

As an interactive media portal TransWorldNews creates highly rated organic search results which increase TransWorldNews traffic and elevate client indexing. Providing service as both a news distributor and an interactive marketing platform TransWorldNews.com is an effective way to advertise websites, products, or services

News Distribution

News Distribution is the first and most widely viewed service provided by the TransWorldNews family of websites. There are three forms of News Distribution that TransWorldNews offers:

Web Distribution

For only \$49.95 clients can release News or Press Releases over the web and have it optimized with search engines, SEO (Search Engine Optimization). For one year of unlimited use of this service the cost is \$999.00.

Newsroom and Web Distribution

For only \$99.95 TransWorldNews releases News or Press Releases for clients over the web and includes distribution access to over 24,000 media listings, newspapers, magazines, trade publications, TV stations and radio stations. For one year of unlimited use of this service the cost is \$2,495.00.

Complementary Press Release Distribution

Complimentary distribution of press and news releases on web distribution outlets are delayed after submission. Complimentary distribution releases are pending editorial approval.

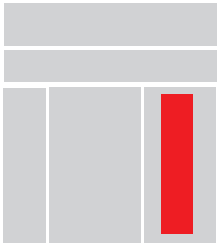
Once a member of the TransWorldNews family of sites customers can then submit news releases, create a YourFINDit profile, upload analyst reports, blogs, newsletters, videos, pictures and more. This innovative marketing platform combines social networking with news distribution providing more in-depth information to be made readily available to news readers worldwide.

Traffic Drawn From

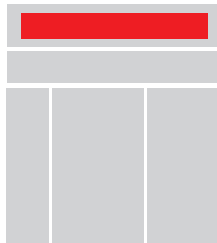
The bulk of TransWorldNews' site traffic is visitors drawn from major search engines and directories viewing news stories and articles on a variety of subjects from current events, politics, business, sports, entertainment, health and more.

1. **Google:** Search base company offering several services in the same line of business as TransWorldNews. Industry leader in search and advertisement placement directory.
2. **Yahoo:** Search based company offering social networking, instant messaging, news, multimedia file sharing and more. Industry leader in search and finance directory
3. **MSN:** The online platform created by Microsoft offering email, social networking, search, media file storage and sharing. MSN is a leader in email, search, and instant messaging.
4. **America Online:** Online community offering search, multimedia file sharing, news, instant messaging, email, social networking and more. AOL is an industry leader in instant messaging and email services.

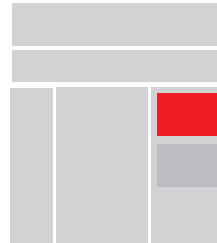
Ad Types



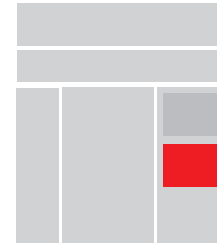
Skyscraper
160px x 600px
CPC \$0.15
CPM \$3.00



Leaderboard
728px x 90px
CPC \$0.30
CPM \$5.00



Large Panel Top
300px x 250px
CPC \$0.20
CPM \$4.00



Large Panel Bottom
300px x 250px
CPC \$0.20
CPM \$3.50

Content Areas for Ad Placement

Community, News, Profiles, Blogs, Finance, Music, Events, Autos, Realty, Jobs, Classifieds, Dating, Horoscopes, Lottery, Weather, Newsletters, Analyst Reports, Message Boards, Interviews, Videos

Who Visits the TransWorldNews family of sites?



GLOBAL MARKET DIRECTORY



Traffic

Page Views per Month: **6.35 million**

Unique Visitors per Month: **more than 1 million**

Demographics

Age

18-34:	30%
35-49:	39%
50+ :	29%

Income

\$0 - 30k:	16%
\$30 – 60k:	27%
\$60 – 100k:	25%
\$100k+:	32%

Ethnicity

Cauc:	78%
Afr. Am.	10%
Asian:	6%
Hisp:	4%
Other:	2%

Location By Country

United States:	78%
Canada:	7.19%
United Kingdom:	2.98%
Other:	< 1%

Education

No College:	34%
College:	47%
Grad. Sch.:	18%

Gender

Male:	52%
Female:	48%

Other includes (in order of traffic ranking) - India, Philippines, New Zealand, Singapore, Malaysia, Germany, South Africa, China, France, Mexico, Japan, Netherlands, etc.)

Demographics by State

California	14.59%	New Jersey	3.43%	Unknown	2.46%	Wisconsin	1.49%
Texas	7.52%	Ohio	3.30%	Maryland	2.33%	Indiana	1.49%
New York	7.07%	Virginia	3.15%	Arizona	2.07%	Oregon	1.40%
Florida	6.14%	North Carolina	3.11%	Tennessee	1.92%	South Carolina	1.30%
Illinois	4.34%	Massachusetts	2.66%	Colorado	1.85%	Alabama	1.29%
Georgia	4.02%	Washington	2.57%	Missouri	1.64%	Connecticut	1.24%
Pennsylvania	3.73%	Michigan	2.47%	Minnesota	1.62%	Louisiana	1.15%

All other states represent less than 1% of the traffic to TransWorldNews.com

Statistics as of 9/17/08

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