

CotterWeb's InboxDollars(R) to Integrate AdGenesis' Multiple Media, Real-Time Video Advertising Platform

Gives AdGenesis White Label Platform Reach to More Than 10 Million Homemakers

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AdGenesis
Advertising Revolutionized



When InboxDollars users click on a video tab or box, the widget-like AdGenesis interface (outlined in red) will open providing an opportunity to interact with a variety of market content. Rewards for video views will accrue to InboxDollars(R) user a

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NEW YORK, NY--(Marketwire - 07/21/10) - In its first major partnership since it launched last month, AdGenesis LLC, today announced that InboxDollars®, the premier web destination for online consumers and rewards seekers with a monthly audience of more than 10 million at-home moms and homemakers, will integrate the AdGenesis multiple media, real-time video advertising platform into its rewards-based website. This will give AdGenesis unlimited video inventory for advertisers wanting to reach a very powerful audience of women who are an economic powerhouse. They control about \$4 billion in annual household spending, making over 85% of the consumer purchases (in the United States) and influencing over 95% of total goods and services. Moreover, AdGenesis guarantees every video play.

Founded in June 2000, InboxDollars rewards members to read Paid Email® messages, participate in online market research surveys, play games, shop online, and try brand name products and services from advertisers. This is the first introduction of video for its customer base.

The white label AdGenesis video platform also rewards consumers -- with savings, offers, or other incentives from marketers -- for providing information about their buying habits & brand preferences and watching video ads relevant to their lifestyle preferences that drive their buying decisions. Unlike other ad systems that try to deduce user information based on behavior or demographic projections, AdGenesis members voluntarily provide information about their brand behavior and buying habits in exchange for rewards and for future videos highly relevant to their declared interests. In the AdGenesis process, users are exposed to branding ads, but also have an opportunity to make immediate purchases.

The agreement with InboxDollars gives AdGenesis reach to more than 10 million homemakers. Seventy-eight percent of women in the US use the Internet for product information before making a purchase and 33% research products and services on-line before buying offline says a Millward Brown Intelliquest study. According to a recent study from AOL and OTX, women control \$4.3 trillion, or 73%, of US household spending while juggling work, home and family life. Four in ten of them shop online during work hours with 53% saying it is a "Time saver/convenience." A compelling call-to-action can inspire younger women to shop concludes the report.

"This is a perfect marriage. Both AdGenesis and InboxDollars create an experience where consumers want to try new products, see advertiser messages and provide input for market research in exchange for a variety of rewards. The result is that we both deliver the audiences most likely to buy. It's true marketer ROI at significant scale," says Richard Smullen Co-Founder and CEO. "We are very pleased to partner with CotterWeb Enterprises, a pioneer online loyalty marketing services."

"We have built a legacy of providing advertisers and marketing research firms with an efficient means to reach a targeted online audience and to pay only for performance that meets or exceeds their expectations. We are excited to add video to our offering through AdGenesis," says Daren Cotter, Founder and Chief Executive Officer. "It is no secret that video views are skyrocketing on the web and we are confident that our members will be excited to engage with the unique content offered by AdGenesis."

The AdGenesis platform can run on any website (or mobile device with the upcoming release of an HTML5 version) allowing its membership multiple access points across the web and mobile ecosystem and enabling publishers to monetize users in a unique ad environment. Through a seamless integration process, mobile sites and web communities can now offer me-commerce to their user bases. This service creates entry points where consumers join and with each visit are asked (in a conversational manner) questions about their buying habits and overall consumer behavior. It scales through the mobile interfaces of major distribution partners such as PriceGrabber, Stylequest and now, InboxDollars.

CotterWeb Enterprises, Inc. (www.cotterweb.net) was established in 2000 with the founding of InboxDollars.com. The Saint Paul, MN company subsequently acquired SendEarnings.com. InboxDollars.com and SendEarnings.com are among the leading consumer online loyalty sites in the US. CotterWeb is actively increasing the number of members and major advertisers using its service by providing members a compelling way to be rewarded while engaging in various

product and service trials, surveys and other online activities, such as shopping and casual gaming. They give advertisers and market research firms an efficient means to reach a targeted online audience.

AdGenesis LLC (<http://www.adgenesisdigital.com>) developed and deploys a next generation consumer rewarded marketing and advertising experience, "me-commerce." Its platform enables advertisers to send their video ads directly to members, who trade consumer insights, watch advertisements and receive rewards on web sites, mobile devices, social media, and interactive televisions. A sister company, *Beezag.com*, is an Internet and mobile program that perfected the targeted consumer reward concept. The New York-based company was founded in 2009 by successful advertising and media entrepreneurs, Richard Smullen and Laurent Alhadeff.

Since inception, AdGenesis and sister company, Beezag, have raised over \$4 million (<http://www.crunchbase.com/company/beezag>) from founders and a group of angel investors. The company's Executive Council includes: Michael Kassan; Gerry Byrne, Former Publisher of Variety and SVP of Media and Entertainment at Nielsen; Oliver Ripley and Timur Sardarov of Ocean Group International; Clifford Gundle, a member of the Dean's Council of Harvard; Robert Friedman of Radical Media; Rick Sirvaitis, former President and COO of GM Mediaworks; MediaLink's Wenda Harris Millard; and Antoine Spillman.

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