

Content is King. Cash is King. Why not both?

‘Calculate Your InterNET Worth’ Finally Gives Every Internet User Cash for Content. Seriously.

MONTREAL (Oct. 16th, 2007) How much did you make when YouTube was sold?

Weblo.com is answering this question. Every piece of content you post online is worth something to some advertiser, somewhere. Every time someone views any piece of your content, be it a profile, a video, a blog post, or even an email, someone is making money from it.

The only person not making money from your content, is usually, well, you. Until now.

Using a proprietary formula based on several online advertising networks, Weblo calculates the value of your videos, social networking profiles, blogs and email addresses, based on your ‘fans’, how many friends you have, social networks you belong to, and other values. Then Weblo helps you cash in. After finding out how much your content is worth to Internet advertisers, Weblo gives you easy access to ads and you start making money.

In other words: Got video of your friend skateboarding off a rail and pulling serious air? Make some money from it, instead of just getting a few comments on YouTube.

“The internet is dominated by user generated videos, blogs, and social networking profiles but few of these millions of content providers ever get paid for their valuable content,” notes Rocky Mirza CEO and founder of Weblo.com. “By calculating your InterNET Worth, users can find out how much their digital assets are truly worth, and start making money with Internet ads.”

People claim their Internet profiles, videos, blogs and emails for free at Weblo.com. Then they follow the simple steps to get ads and they start getting paid for their internet popularity.

Weblo has also sparked a digital gold rush as users race to ‘list’ the best content on the web. Weblo allows anyone to profit from popular internet content by becoming a listing agent for content they don’t own. Listing agents calculate the InterNET Worth of any video, profile, blog or email address and then become the exclusive agent. Listing agents make money from internet ads that are placed on the content owners’ videos, profiles, blogs and emails.

This revolutionary approach to helping everyday internet users receive their rightful share of Internet profits is the latest offering from Weblo.com, which for the past year has been allowing members to profit by buying and selling virtual copies of real world cities, states, properties and domains.

About Weblo.com

Weblo is a parallel universe that is the only virtual world based on the real world. Members own and manage websites that are virtual replicas of real cities, states, properties, domains and celebrities. Members earn real money via hits, Internet ads and by selling or auctioning assets for a profit. Members enhance their online portfolios by claiming popular social networking profiles, blogs, emails and videos in Weblo’s Calculate Your InterNET Worth section. Headquartered in Montreal, Weblo.com was co-founded by Chief Executive Officer Rocky Mirza. To learn more, visit www.weblo.com.

2
###

For More Information, please contact:

Weblo.com

Colin Trethewey: (514) 364-3636 ext. 405; colin.trethewey@weblo.com