EDITOR'S NOTE: **<u>Netword® combines "Search" with "Display" advertising!</u>**

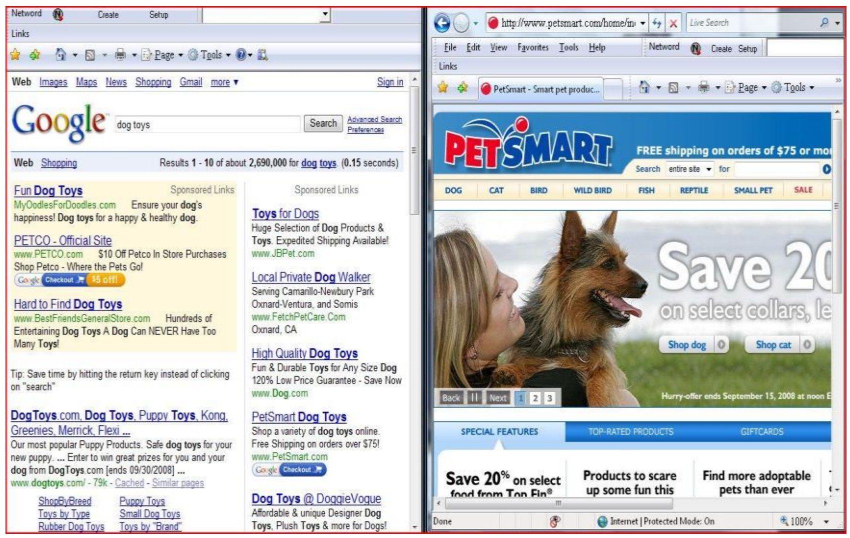
NETWORD®, an expanding and rapidly growing National Pre-IPO, has developed a search optimization technology that addresses consumer demand and answers an advertiser's "Search/Display" demands ***<u>square on target.</u>***

Specifically, an exclusive Netword® advertiser has the potential to be the first, largest, local, regional or national advertiser to resolve as a live, half-page advertiser along-side all major search-engine search resolutions, and it's available for a fraction of the cost of what advertisers now pay for far less!

To simulate a Netword customer experience, ***Click:*** **<u>Demo My Advertising.</u>** Follow the simple directions by providing your choice of a known web-site "address" (Your own possibly?), then add your choice of keyword(s) and you'll see your WebSite choice advertisement along-side that of Google….

Netword's "Search/Display" technology places an advertiser's LIVE Web-site advertisement alongside all major search engine resolutions….

Take a look:



While the Global economy continues to cool, Online advertising continues to grow.

In a report published Nov 19, 2008 by The McClatchy Company, Online advertising continues to be a bright spot in the economy, with online advertising up in all categories except employment advertising.

In fact, when employment advertising, which has declined both in print and online as a result of the nation-wide slow down in hiring, is excluded online advertising revenue was up 57.6% in October 2008 compared to October 2007."

An October 2008 survey by "MarketingProfs", of 600 US marketers, found that 60% planned to increase their spending on online advertising in reaction to the downturn. What is behind the bullish projections for online ad spending, especially when most traditional media are taking the financial equivalent of body blows?" The seven reasons are as follows:

1. **The Internet is inherently more measurable and accountable than are traditional channels.**
2. **The Internet allows for better, more-granular targeting than do other forms of media. That reduces media waste and can save marketing dollars.**
3. **The Internet is interactive, thereby allowing for a higher degree of engagement with consumer and business prospects and customers.**
4. **Particularly among younger consumers, the Internet is accounting for a larger and larger share of total media time; numerous studies demonstrate that teens, millennials and other younger cohorts are spending more time online per week than they are watching television.**
5. **The Internet plays into the consumer-in-control movement and therefore provides new opportunities for marketers to be a part of their conversations about interests, attitudes, shopping plans and even brands.**
6. **New Web 2.0 phenomena such as blogs, social networks and Twitter provide marketers with the potential to gain rich insights into consumer behavior and attitudes (the Internet is like a perpetual focus group on steroids).**
7. **The Internet, unlike any other medium or channel, allows marketers to reach prospects throughout the entire consumer buying cycle, from initial awareness through pre-information-gathering to sales and post-sale feedback and support.**

From Pain to Gain: Smart Money Lurks

THE WALL STREET JOURNAL.
WSJ.com

Private-Equity and Hedge-Fund Players Stand Poised to Capitalize on Shakeout By: Jenny Strasburg and Peter Lattman September 24, 2008

Who will step up when Wall Street's titans step down?

As Goldman Sachs Group Inc. and Morgan Stanley convert themselves into more conservative commercial banks, a group of well-funded private-equity firms and hedge funds stand to gain by hewing to the riskier side of the Street.

Some are already communicating that message, while acknowledging how the stunning, weeklong shake-up has damaged Wall Street's established order.

On Thursday, after Merrill Lynch & Co. agreed to be sold to Bank of America Corp., Lehman Brothers Holdings Inc. filed for bankruptcy-court protection, and insurer American International Group Inc. was rescued by the government, Stephen Schwarzman, head of private-equity firm Blackstone Group, sent a voice mail to the firm's 1,300 employees: "Our businesses were set up to benefit from market turmoil and scarce capital."

While saying that the events on Wall Street "are disturbing for each of us on a personal level," he noted that "in the aftermath of the current situation, virtually all of our businesses will benefit once the dust settles."

Meanwhile, Citadel Investment Group LLC, a hedge-fund firm under Kenneth Griffin that manages about $20 billion in assets, is in early discussions to further broaden its footprint in the banking world.

Editor's Note:

Knowing why, where, and when to consider moving out of the Market and into Private Equity could make all the difference between what may have been your short-term losses and the potential of your long-term gains...

Troubling times for some, can be translated into financial bonanza's for others, LOOK:

> **"Merrill Lynch…Sold To Bank Of America" *WSJ 9.15.08*; "Goldman, Morgan Scrap Wall Street Model, Become Banks…In Much Better Position To Be Acquired, Merge Or To Acquire Smaller Companies…." *WSJ 9.22.08;* "Investors Pull Money Out Of Their 401(k)s" *WSJ 9.23.08*; "Microsoft, H-P, Nike…Repurchases $53 Billion…." *WSJ 9.23.08*; "Bristol-Myers *Raises* ImClone Offer To $4.7 Billion" *WSJ 9.23.08*; "…Big Insurers Gain As AIG Falls" *WSJ 9.23.08*; "Funds Get Freer Hand In Buying Bank Stakes" *WSJ 9.23.08*; "Buffett To Invest $5 Billion In Goldman" *WSJ 9.24.08*; "WaMu…Sold To J. P. Morgan…Earlier Spurned In Favor Of $7 Billion Infusion *Lead By Private Equity Firm TPG"* *WSJ 9.26.08;* "Buffett To Rescue Constellation Energy Group. $4.7 Billion Cash Gains Control Of 3 Nuclear Power Plants And Half Of Unistar Nuclear Energy, LLC For Half The Cost Of A Single Nuclear Plant!" *WSJ 9.26.08***

NOW IS THE TIME TO HARNESS TODAY'S FEARS AND FACE TOMORROWS NEEDS