

## LUCKYSURF.COM, INC., ONE OF THE WEB'S MOST SUCCESSFUL LOTTERY SITES, CHOOSES MEDIASMITH INC. AS ITS AGENCY

SAN FRANCISCO, CA - LuckySurf.com, Inc., which operates one of the most popular World Wide Web-based lottery games, announced that they have selected the San Francisco office of Mediasmith, Inc. as its agency for media planning and buying on the Internet.

Launched in September of 1999 and headquartered in Burlingame, CA, LuckySurf.com offers players the chance to win cash and other prizes through a free daily lottery. Visitors to the site register once, and are then eligible to choose one set of seven numbers each day as their lottery entry. The top prize, awarded if a player picks all seven numbers correctly, is \$1 million. In addition, other cash amounts and prizes such as bars of gold, World Series tickets, and online gift certificates are given for matching less than 7 numbers.

"With our rapid growth in registered players, and the strong appeal we have for advertisers, we wanted an agency with expertise knowledge and a real depth of understanding of how to most effectively place our message throughout the Web," said Adrienne Kolowich, LuckySurf.com Director of Marketing. "Mediasmith brings us that expertise and the ability to measure the impact of our campaign beyond the standard sets of metrics which is going to be very valuable as we continue to expand."

To date almost 2 million people have won prizes through Luckysurf.com's daily lottery. The company also features its Refer A Friend Bonus Program, where if a registered member refers someone to the site and that individual wins the \$1 million grand prize, the original registered member receives a \$25,000 bonus for the referral.

"LuckySurf.com is an example of the new trend in Web properties. There is increasing pressure from the marketplace to show a profit and to concentrate on a clear difference. LuckySurf fits both of these parameters," said Dave Smith, President of Mediasmith.

The fast-growing popularity of Web-based contest sites is evidenced by the 58% growth of LuckySurf's audience between February and August of this year, according to Media Metrix.

LuckySurf.com is a leading international, online company with headquarters in Silicon Valley and offices in New York, Paris and in London. The company initially developed, and now owns and operates the free, interactive lottery site, [www.luckysurf.com](http://www.luckysurf.com). The site features a daily chance to win \$1 million dollars in cash and other prizes. To play, players pick seven numbers out of 50 and validate their entry by clicking on their choice of ad banners. The process takes less than a minute a day. Players who select four, five or six correct numbers receive prizes, cash or online gift certificates. Since September 1999, LuckySurf.com has awarded cash and prizes to more than 1.4 million winners. The site is insured, supervised and legal, and respects the privacy of its players. Launched in September of 1999, LuckySurf.com consistently ranks in the top 50 sites worldwide as rated by groups like PC Data Online and Media Metrix. It has received \$40 million in funding from leading venture capital firms. LuckySurf.com is TRUSTe certified. For more information, please see [www.luckysurf.com](http://www.luckysurf.com)

Launched in 1989, Mediasmith began as an agency specializing in the planning and buying of traditional media advertising. As the Internet emerged first as an alternative media channel and then transitioned into the mainstream, the firm developed extensive expertise in creating strategic plans that successfully integrated new forms of interactive media into the mix. Today Mediasmith works with a range of client companies including CBS MarketWatch.com; BabyCenter; Eidos Interactive; Driveway; LiveCapital; Webmiles.com, and Respond.com, among others.

The agency, which is headquartered in San Francisco, recently expanded its operations by opening a New York office headed by Executive Vice President Mike Drexler, one of the advertising industry's best-known media experts.