



Sloof Lirpa Center Warns Web Site Owners and Bloggers about Critical Vulnerability in Google AdSense Code

Risk to Revenue Potential of Online Publishers from Using AdSense

Washington, D.C. – April 1, 2007 – The Sloof Lirpa Center for the Study of Long Tail Profitability (<http://www.SloofLirpaCenter.com>) has discovered a critical vulnerability in Google AdSense code and is issuing a security alert bulletin to all web site owners and bloggers. With no financial guarantee and an undisclosed revenue share for its publishers, AdSense places all risk and burden on online publishers, while leaving billions for itself and allowing only advertisers to have any sort of pricing control.

Other “code vulnerable” advertising networks include ValueClick, Yahoo Publisher Network, Tribal Fusion, and Burst Media.

The SLC is advising web site owners and bloggers to keep all their Google AdSense code in place and to also install a new advertising program patch that will soon be available from ContextWeb. While additional details will be available shortly, the new advertising program allows publishers to set a guaranteed CPM price and works in conjunction with Google AdSense or other advertising networks.

Online publishers wishing to be invited to the new advertising program should submit their email address to <http://MoreMoneyThanAdsense.com> to receive a beta invitation. Publishers will be invited to the ContextWeb new ad network beta program over the next several weeks.

Past warnings from the SLC include:

- Long tail getting longer
- Do not work with other advertising networks
- Do not try to understand revenue share model
- Transparency is discouraged

About the SLC

The Sloof Lirpa Center for the Study of Long Tail Profitability is based in Washington, D.C. SLC has 459 employees, including 458 with PhDs and 1 normal guy. There is also 1 in-house ATM.

SLC is a member of the Presidential Commission for AdSense Alternatives and an advisor to the House Subcommittee on Transparency. It is also an Olympic Long Tail Judge.

Industry observers have recognized that Sloof Lipra is “April Fools” spelled backwards, but the new advertising exchange coming from ContextWeb is no joke. In the next



several weeks, the company will begin sending out invitations to participate in the beta program of ContextWeb's revolutionary new ad exchange. Online publishers who have a serious interest in being able to set the CPM they want to earn should submit their email address to <http://www.contextweb.com/publishers>.

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