



BLOWSEARCH DEVELOPS 4096BIT ENCRYPTED, UNIFIED INSTANT MESSENGER

Tool Offers an Enterprise Level of Security over the Public Internet for Online Conversations

FOR IMMEDIATE RELEASE, New York City—BlowSearch (www.blowsearch.com), a leading provider of Internet search tools, has launched the BlowSearch Secured Messenger, a Windows-based messaging program that encrypts information for secure online conversations. The BlowSearch Secured Messenger is available at bsm.blowsearch.com in both paid and free (ad-supported) versions.

Enterprise class encryption is made possible through the use of 4096 bit random public-private key technology in conjunction with other advanced encryption layers. The BlowSearch Secured Messenger can support an unlimited number of simultaneous conversations at once. Files can be transferred between different users, even those behind a proxy firewall, through the use of its server assisted file transfers.

"The rapid adoption of instant messaging programs has raised security concerns. Instant messaging services are more immediate but information is just as exposed as regular email," said Richard Kahn, chief operating officer of BlowSearch. "Our goal was to develop a product that would seamlessly work with today's other popular IM products while also offering an Enterprise level of security. With the release of our Enterprise level encrypted Instant Messenger, we plan to change the way companies do business."

BlowSearch Secured Messenger is the most recent addition to BlowSearch's suite of Internet tools. BlowSearch also offers a proprietary Meta PPC search engine and the BlowSearch Toolbar, an application that runs within a Web browser. The BlowSearch Toolbar provides access to BlowSearch services such as weather, a live ABC News feed and pop up blocking, while visiting any site on the Internet.

The paid version of the Messenger is priced at \$9.95 per quarter for 4096 bit encryption, \$7.95 per quarter for 256 bit and \$2.95 per quarter for 56 bit. The free (ad-supported) version includes 56 bit encryption.

ABOUT BLOWSEARCH

BlowSearch.com is a leading meta search engine employing unique technology which retrieves relevant search results from 24 different search engines including Yahoo! and Google. Ranked as one of the largest search engine destinations in the world, the company also offers pay per click search advertising and Internet marketing services. BlowSearch supplies high quality web site traffic to some of the Internet's leading online marketers and businesses. BlowSearch advertisers appear on top web destination sites such as DogPile, InfoSpace, WebCrawler, NBCi, Excite, Verizon, and network of partners which help BlowSearch produce over one billion search requests per month. BlowSearch is a privately held company located in Brooklyn, NY and is a division of AdOrigin Corporation.

CONTACT:

Lisa Langsdorf
Trylon Communications
(212) 725-2295 x30
lisal@tryloncommunications.com

Joseph Holcomb
AdOrigin Corp / BlowSearch
(718) 928-0100
joe@blowsearch.com