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P R E S S R E L E A S E

CONTACT

Mark James

Email: mrj@rbate.com

Phone: +61 2 9983 9651

Fax : +61 2 9449 7503

Alternative to advertising launched

Sydney — Wednesday, May 21, 2008. Rbate has launched an online service that offers product makers and consumer advisors an alternative to advertising.

Rbate.com gives product makers another way to make their products visible and understood, while publishers of product reviews, and other organizations that offer consumer advice, do not have to charge users, accept advertising, or sell products to fund their work.

“Advertising is becoming increasingly ineffective as people ignore it, block it, bypass it, or, through click-fraud, cheat it,” said Rbate Managing Director Mark James. “With Rbate, product makers are only charged after they make a sale, while those who give advice to consumers are paid directly for that advice, rather than indirectly through product sales or the overcrowded advertising market.”

Rbate makes it easy for a purchaser to state which media and services helped them choose their product. These citations determine how Rbate distributes a cash bonus that the product’s maker can offer for such help.

“Bonus income will make new types of consumer services viable, such as businesses dedicated to product demonstrations, and free advice services delivered over the phone and internet. I expect that many such services will be launched,” said Dr James.

Rbate’s supplier-funded bonus system is like that used by mortgage and investment brokers, but works for every type of product, and has improved disclosure. Consumers can see how a given advice-provider chooses to handle Rbate bonuses, and read a policy statement that explains how the provider ensures that the recommendations they make are not influenced by the payments they receive.

“Such a separation is familiar to professional publishers that accept advertising, but Rbate makes this separation easier by eliminating the need for contact between product suppliers and the organizations that provide advice about their products,” Dr James concluded.

Further information about Rbate can be found on Rbate.com.

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