

Press Release

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NEW INTERNET REALITY SHOW TO FEATURE LINCOLN, NE

LINCOLN, NE, FEBRUARY 4, 2008: A new kind of reality show will brand Lincoln, NE as a destination city for internet-savvy knowledge workers, but you won't see it on your TV set any time soon.

Top Affiliate Challenge (www.topaffiliatechallenge.com) is the first real-time reality show that will air exclusively on the Internet.

The show will feature three teams of four internet marketers, each led by an online marketing guru. The teams will compete against each other to determine who can best promote and sell products on the internet.

Viewers can expect to learn how to successfully promote products on the internet, while enjoying the drama that arises as individuals weigh their teams interests against their own self interests, all the time knowing there can only be one Top Affiliate.

The show is the brain child of Thor Schrock, local businessman and entrepreneur. Schrock was the second runner-up in the web's first reality show, The Next Internet Millionaire.

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"Businesses know that the Internet is a powerful marketing tool if it is used properly," Schrock said. "Top Affiliate Challenge will entertain and inform viewers while catapulting our sponsors products, services, and brand to more than 1 million viewers."

Auditions will be conducted on the internet and at select events. Participants who wish to audition must submit video auditions to www.topaffiliatechallenge.com beginning in March of 2008. The public may view the auditions and vote on them as they are submitted. The top 10 vote-getters, as well as 2 additional contestants selected by the producers, will compete in Lincoln, NE for three weeks in July 2008.

The show will feature many local business who are sponsoring the program. Sponsors receive name mentions, product placement, commercials during the episodes and in some cases challenges for the contestants that focus around their products and services.

"Today's knowledge workers and businesses want a city with opportunity as well as a safe place to raise a family and call home," Schrock Said. "We intend to show the world that Lincoln has it all."

Sponsorship opportunities are still available, and interested businesses should contact Thor Schrock by email at thor@topaffiliatechallenge.com or by telephone at 402-212-5393.

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