



## Linkstorm Announces Sponsored Link Distribution Agreement with Pulse 360

*Web Publishers to Monetize Their Web Sites via Highly Targeted Sponsored Links*

**NEW YORK -- ad:tech New York -- November 1, 2006** – Linkstorm today announced a sponsored links distribution agreement with [Pulse 360](#), the content-targeted sponsored links innovator and a subsidiary of [Seevast, Corp.](#) Under the terms of the agreement, Linkstorm customers will have the option to monetize their Linkstorm navigation menus by serving Pulse 360 content-targeted sponsored links into them.

“We are delighted to bring this new benefit to our current and future publishers,” said David Sidman, Linkstorm’s Founder & CEO. “Now publishers will be able to use their Linkstorm menus to create new, highly targeted ad inventory. This is in addition to the standard benefits that Linkstorm already delivers to publishers, such as more page views, improved site navigation and dramatic improvements in natural Search Engine rankings. We are excited to be working with Pulse 360 to build this valuable new ad network based on publishers’ growing utilization of Linkstorm menus.”

“Pulse 360 is committed to providing publishers of all sizes with the tools they need to grow their businesses,” said Mark Josephson, Chief Marketing Officer, Seevast, Corp. “We currently work with many of the Web’s best publishers and are committed to helping them innovate and grow. Our partnership with Linkstorm is an extension of this commitment and we look forward to working together.”

Publishers use Linkstorm navigation menus to provide easy, direct access, both on and off-site, to their articles and other content interlinked by Linkstorm. Linkstorm and Pulse 360 will be able to serve targeted, contextual ads onto these menus by drawing on the same publisher metadata that Linkstorm uses to automatically create the menus.

### **About Linkstorm Corporation**

[Linkstorm](#) increases product visibility and sales for retailers, advertisers, ad agencies, affiliate marketers, direct marketers, behavioral targeting specialists, publishers and media companies of all kinds. Our service raises search engine rankings, improves navigation to product information and content, and creates new opportunities for alternative distribution channels including affiliate marketing, blogs, and peer-to-peer “viral marketing.” Our technology is based on the next generation of Web navigation, the Handle System® created by Dr. Robert Kahn, co-inventor of TCP/IP and co-recipient of the Turing Award and National Medal of Freedom in recognition of his crucial role in pioneering the Internet. Linkstorm implements superconnectivity™ and clickless navigation™ to create extensive, robust and persistent interlinking of content and product information at any level organizations want it. Linkstorm is headquartered in New York City.

For more information, click here: <http://dx.linkstorms.com/10000.1/pr44> or contact:

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