



NetStairs® Introduces Predictable Pay-Per-View Ad-Server Hosting Service.

Fort Lauderdale, FL. USA (March 23, 2005) - NetStairs.com®, Inc., A service provider of web based intelligent ad-server, announced today the availability of its pay-per-view (PPV) ad service. “Founded on IV~8® and FlexiView® technology, clients may enhance their existing web sites with the capability of including video commercial and messaging ads with universal viewing experience.” Said Ahmad Moradi, Ph.D., Chairman, CEO of NetStairs.com, Inc. “The online visitors actually watch hosted commercials residing on IV~8® ad-servers right from the clients’ web sites. Our hosted clients can now enjoy predictable ROI from their online advertising budgets, capitalizing on superior level of emotions associated with video experience.” He added.

“A small advance deposit is required. Each time a video commercial is viewed, a nominal fee (.05¢ per 30 second video commercial ads) will be deducted. Periodical reports enable ad host subscribers to gain insight about their visitors. This is truly unparalleled technology that helps media advertisers to maximize every dollar spent on online video advertising.” Continued, Dr. Moradi.

IV~8® plays transparently from clients own web site. Online advertisers can now empower their web presence with intelligent video, TV spots, commercial ads, video messages, and infomercials, allowing their online visitors to learn more about their products and services through video’s emotional appeal. The IV~8® ad servers support most popular video and media formats. IV~8® supports Microsoft® Windows® Media Series, Real Network®, Apple® Quick Time®, MPEG® 1, 2, & 4, as well as Macromedia® Flash®. It runs on Windows®, MAC® and Linux® browsers. A built-in intelligent media sensor resides at each server, automatically detects users’ bandwidth settings, choice media player, and desktop settings while acting as the focal point of media distribution.

NetStairs.com®, founded in March 2000, a privately held corporation operates from its headquarters and sales office in Fort Lauderdale, Florida, and Bucharest, Romania, along with its team of technical staff worldwide. NetStairs is the provider of IV~8® and Cybermercial® Video E-Mail technology. For more information, visit www.netstairs.com .

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