Title:
EVER GOT BUSTED BY THE WORLD WIDE WEB? MySpace-ers and Forumgoers Swap
Opinions: This is a Great Web-Advertising tool

Word Count:
266

Summary:
A new website, designed by a young, computer-savvy, U.S. entrepreneur, that
changes a computer's Internet history by substituting visited websites with
sites that are pre-screened for content and removes previous versions of the
Internet history from the computer – all with one click. These pre-screened
websites, called SwapSites, are sponsored by website owners who want to
experience this new level of advertising. Sweep and Swap is a one-click way to
protect your privacy online.

Keywords:
Internet, Internet advertising, Internet traffic, technology, web, website,
business, entrepreneur, online privacy, online safety, online business, myspace

Article Body:
Houston, TX – July 23, 2006 – Internet users, for years, have been getting
exposed by their Internet history while website entrepreneurs and administrators
have wrestled with "breaking into" the mainstream consciousness and finding
exposure among the hundreds of millions of websites currently in existence.   A
new website called sweepandswap.com, designed by a young, computer-savvy U.S.
entrepreneur, changes a computer's Internet history by substituting visited
websites with sites that are pre-screened for content and removes previous
versions of the Internet history from the computer – all with one click. These
pre-screened websites, called SwapSites, are sponsored by website owners who
want to experience this new level of advertising. Sweep and Swap was designed
to serve the needs of both the everyday Internet user as well as the everyday
website advertiser – bringing them together for mutual benefit.

According to SweepandSwap.com creator, Brian Hull, the combination of an
extremely useful consumer webtool and solicited Internet advertisement is a
match made in cyberspace. "The SwapSites are quite interesting and human
curiosity will cause Internet users to visit the advertisers' websites after
running the 'Sweep and Swap' tool," Hull said. "While demonstrating my newly
launched website for a friend, she began shopping on one of the SwapSites!"

In addition, Sweep and Swap is able to change search terms entered in browser

toolbars, disguise the names of Internet cookies, and be personalized to produce
a more convincing Internet history. Sweep and Swap is a one-click way to
protect your privacy online – whether you are sharing a computer, purchasing
that surprise gift online, or you simply desire unsuspicious confidentiality
when surfing the web.