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YOUNG ENTREPRENEUR BEATS YAHOO!, DIGG & AOL AT THEIR OWN GAME

Brisbane, Australia -- 15th February, 2009 --When David beat Goliath with a single stone from his sling, the odds were stacked pretty heavily against him. But even greater were the odds when 23 year-old entrepreneur Leon Hill embarked on a journey to create an online business that would be fighting against multi-million-dollar social bookmarking giant Digg.com, as well as the multi-billion-dollar juggernaut that is Yahoo! Inc. And although he was flying solo with no outside help, he fought them both -- and won.

uSocial.net (<http://usocial.net/>) is the brainchild of Hill and is an online traffic generation business that takes advantage of flaws in the systems of social bookmarking sites like Digg, Yahoo! Buzz, StumbleUpon and AOL's Propeller.

"The best way to get a huge amount of traffic to your site is to have it listed on the coveted front page of one of the large social bookmarking sites," says Leon. "The thing is, it can take hundreds of votes in a short period of time to get there which is extremely difficult to attain. But if it does happen, you can expect sometimes hundreds of thousands of people to your site in as little as one day. And for that to happen to a small-business owner, can mean serious cash."

With only his computer, little capital and a tiny amount of knowledge about how social bookmarking sites work, Leon set out to best several online empires at their own game, including Yahoo!, second only to Google in terms of online might.

After some trial-and-error, Hill figured out a way to seriously increase the amount of votes a page would receive -- up to 1,000 in as little as 24 hours -- which meant that a website would sometimes be placed in front of millions of online web-surfer's eyes in a day or less. This meant immense traffic and for any business owner with a website, immense interest in their product or service.

"When using uSocial, the real winners are small business owners. I personally know people who were paying more than \$2 for a single visitor through conventional means. With uSocial.net, we've had people spend as little as \$200 and have more than 100,000 people to their site in less than 24 hours," says Leon. "There is literally nothing that compares with what uSocial can do in terms of sending quality traffic to a business' website."

Digg has always claimed the systems they had in place were unbeatable, but now Hill has proved them wrong. "What uSocial is doing is not illegal, it's just that the social bookmarking sites don't like it. I've even tried to contact [Digg CEO] Jay Adelson for his thoughts, but I never got a reply," says Hill. "These online giants said their systems couldn't be beat, but I proved them wrong."

So even in this crazy modern world, David really can beat Goliath.

For more information or for interviews, please email contact@usocial.net. uSocial's website can be viewed by going to <http://usocial.net/>.