

Contact: Leon Hill  
Director -- uSocial.net  
<http://usocial.net/>  
[contact@usocial.net](mailto:contact@usocial.net)

## **KOREAN GOVERNMENT CONTRACTS USOCIAL FOR ADVERTISING CAMPAIGN**

Brisbane, Australia -- Korea's Department of Tourism (<http://visitkorea.or.kr>) has commissioned controversial web traffic company uSocial (<http://usocial.net>) for a large-scale advertising campaign to boost awareness and interest in foreigners looking for interesting and unique tourist destinations. Launching sometime in April, it will span all social bookmarking sites that uSocial target which include Digg, StumbleUpon and AOL's Propeller.

"We were approached by the operators of the VisitKorea website with a proposal to generate a high volume of traffic over a period of several months and they had a number of visitors in mind which was high, but definitely achievable," said uSocial owner Leon Hill. "Over the period of the campaign, which should be complete in under three months, we estimate to send several million high-quality visitors their way."

Since uSocial have been operating, this will be their largest client to date, both in status as well as the substantial five-figure price-tag attached to the campaign.

"We're definitely looking forward to seeing what we can do for them and it's exciting to have such a high-profile client on board." Said Hill. "It's a major buzz for us that in only three months we've managed to attract clients such as this. We're not just marketing for business anymore, but in this case, marketing for an entire nation."

The web traffic company have been causing controversy around the internet since their December 2008 launch due to their sale of votes on some of the world's most popular social bookmarking sites.

---

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