

PRESS RELEASE

Of interest to editors and journalists covering:
Business, Advertising/Marketing, Dotcom/Internet, Retail, General Editorial

Nitpickit Offers Small Businesses a Google Alternative

BUFFALO, NY - February 20, 2004 /Send2Press Newswire/ -- Elite Web Advertising, Inc. announced today the launch of Nitpickit (www.nitpickit.com), The website provides small business owners relief from Google's higher advertising prices with their free business listings targeting every city in the United States.

The recent changes in Google's search software makes it difficult for websites to rank high or appear near the top of a given search result," says Oliver Conover, CEO Elite Web Advertising Inc. "Consequently, business website owners who are seeking decent exposure need to pay for Google Adwords(tm) which is sometimes too pricey for the average website owner."

"Nitpickit.com is picking up some of that slack by offering free business listings targeting every city in the United States. What separates Nitpickit.com from the rest of the pack is targeted advertising for businesses by location."

Conover continues. "in addition to that, the free Nitpickit SwapTrader allows anyone who is selling something with or without a website to post their ad instantly by U.S. County. It literally took the database engineer 2 weeks to input all 18.500+ U.S. Cities."

Nitpickit.com relies on its sponsored advertisers for operational costs which translates into free targeted business listings for "mom and pop" websites and free classified ads for the masses.

"Whether you're operating a website, looking for a date, or trying to sell that old ironing board," concludes Conover, "Nitpickit.com has a solution."

For more information visit: <http://www.nitpickit.com>

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/Note to editors: Nitpickit logos and screen shots available. /

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