

# Sprinko – A New Search Engine and Media Mall Serves the Social and Entertainment Scene

PHILADELPHIA, Pa. – Nov. 13 (SEND2PRESS NEWSWIRE) – Internet Web surfers can now find exactly what they are searching for in an efficient and exciting social environment that is designed to be family-oriented and user friendly; the site, Sprinko.com(TM), launched by Lassitter Enterprises, Inc. in September 2006, has received almost 30,000 hits in less than three months.



As the Internet has evolved into a social communication vehicle, Sprinko.com(TM) has kept up with the times and made it easy for users to create personal profiles, blogs, chat, post videos, upload music and more; the virtual community is alive at Sprinko.com.

Sprinko.com(TM) offers an array of services “under one roof.” A built-in search engine allows users to search on all topics at their fingertips. They do not have to jog back and forth between different sites.

The site also provides a dictionary, the latest in national and world news, a quick and easy e-mail feature, an encyclopedia, and convenient retail shopping services.

Visitors can also post events and photos and meet other people from all over the world. The video section on the site is open for video postings and viewings; work can be rated by peers. The company recently launched a community where filmmakers, musicians and other interested individuals can post their work and have thousands of people enjoy and rank it.

Recent video postings range from funny and educational to other-worldly and horrifying.

The “Sprinko Mall,” the site’s most unique feature, offers great online shopping at discount prices in an easy-to-use format. It encourages people to “shop, chat, and share.” There is something for everyone in the family. Products include: sunglasses, fragrances, video games, musical instruments, electronic and sports equipment, children’s gifts, gift baskets and more.

Corporate executives and busy office managers can take advantage of the ease of sending gift certificates which are redeemable at any of the shops at the “Sprinko Mall” – a real time saver.

Interested entrepreneurs can lease mall space at the “Sprinko Mall” for low fees.

"We continue to strive for user-oriented and generated content," Monique Lassitter, CEO, Lassitter Enterprises, Inc., said. "We encourage our visitors to independently share in a friendly community and to openly engage in conversation between like-minded people."

Sprinko.com(TM) is a live Web presence with private journals as well as public spaces. Several groups have already been formed that include nightlife and clubs, health and wellness, places and travel, entertainment and recreation and sports. People are free to form their own group if they do not see a listing for their preferred category.

Sprinko.com(TM) visitors only need to log onto the site once for automatic membership into the virtual community. Easy-to-use features reduce stress and allow visitors to focus on themselves and each other.

"Future plans include upgrades and new features which will maintain the visitors' need for less stress on the net, and more fun in a truly social environment," Lassitter explained. "There is something for almost everyone and Sprinko provides a common, non-intimidating environment for friendship to grow."

A virtual lifestyle center, Sprinko.com(TM) welcomes people to "come in and look around." It motivates people to return and encourages the building of a virtual world environment that is positive, supportive and non-threatening. Sprinko's motto – "Laugh, share, be friends" – epitomizes their reason for being.

Sprinko.com(TM) was created by Lab Rodents Web Development – a Web design company located in Canada. The company offers a wide range of innovative services such as Web and graphic design, and printing. Their goal is to deliver performance and uniqueness.

Sprinko.com(TM) is a Philadelphia-based Internet business. 10 years of passionate research and development has seen growth from a micro- information source for health and wellness books to a highly, user-friendly, broad-based Internet social community.

Lao and Monique Lassitter, the husband and wife team, are the brains behind Sprinko.com(TM) and are also the directors of Lassitter Enterprises, Inc.; they work tirelessly to achieve an easier and more exciting Web presence for the Sprinko.com(TM) search engine through social, creative and information-rich features.

All features offered on Sprinko.com(TM) are free. An upcoming feature, the arcade, will also offer hundreds of free, online games; rapid growth is expected to swell into 2007.

To learn more: visit [www.Sprinko.com](http://www.Sprinko.com).

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