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**A MOST MEANINGFUL, 21st CENTURY GIFT –
A WEBSITE**

Gift-giving for the web generation takes on a new meaning – HotDoodle brings powerful web presence to the masses by letting the web-savvy help not-so-web-savvy

Skills learned through living digital put to profitable use -- college students, professionals positioned to help small businesses grow; earn money while helping others

FREMONT, Calif., — November 12, 2008 — As consumers shut tight their purses and head into a bah-humbug holiday season, the web-savvy can make an impact on a loved one's life with a 21st Century Handmade Gift™. Launched today by Metabyte, Inc., HotDoodle suggests web-savvy individuals spend their time, not their money and build a meaningful gift of a powerful website using HotDoodle's online service. Not just another hosting website publishing company, HotDoodle gives individuals everything needed to design, host, update, and maintain websites—without purchasing or downloading software or having to code.

“This generation of web-savvy individuals gained their web skills while living digital, for example, while chatting online, uploading videos, poking friends, downloading music, configuring a social network profile, and connecting to WiFi,” said Manu Mehta, CEO of Metabyte, Inc., parent company of HotDoodle. “And now they can put these skills toward building a website that can help grow a loved one’s business. Websites are the business cards of the 21st Century, and when built with proper capabilities they enable businesses to effectively engage customers.”

HotDoodle PenPals™

The experience acquired to build this holiday gift can set one up for earning by offering services through the HotDoodle marketplace to businesses and professionals who need a powerful, feature-rich website. Web-savvy individuals can become HotDoodle PenPals and earn a part-time or full-time income providing creative expertise and design assistance.

“It’s actually a common dynamic where the adults look to young adults to handle anything digital,” said Mehta. “Building a website used to be an expensive and scattered effort, so we simplified the process. We envision our PenPals as those who are going to bring the rest of America into the 21st century, and everyone benefits. Through HotDoodle, PenPals can expose themselves to a huge market – millions of small businesses and professionals who need help with their websites. PenPals can do it for love or money.”

Powerful web design technology

PenPals have access to HotDoodle’s unique, online technology platform that makes everything from building a new website to minor enhancements to major revisions simple and easy. A HotDoodle website is built using blocks that are inserted into a

template. HotDoodle's block-based architecture delivers powerful websites simply by adding blocks instead of complicated HTML or Java code. There is a block for just about everything – text, picture albums, product catalogs, calendars, bulletin boards, private pages, and much more. And the HotDoodle library of blocks continues to grow. Further, features such as search-engine-optimization, background music, alternate landing pages, traffic analytics and more come standard.

“We see the PenPal network to initially include college students as well as freelance professionals,” added Mehta. “And we envision that eventually, the network will grow to include seasoned Madison Avenue advertising executives.”

About HotDoodle

HotDoodle is THE web presence service for the masses. HotDoodle was developed, incubated, and is operated by [Metabyte, Inc.](#), a leading information technology (IT) services company trusted by Fortune 500 and mid-market enterprises worldwide. Metabyte is best known for innovation since 1993. HotDoodle was beta tested with the help of small businesses in Fremont, Calif. For more information, please visit [HotDoodle.com](#).

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