



Business Goes Viral With Video Of Flash Toy

Nevele Networks, March 25, 2007

URL: <http://www.pr9.net/business/marketing/5321march.html>

Network marketing organization uses video footage of a popular Flash toy to promote their business.

PR9.NET March 25, 2007 - Tulsa, OK - "It was a spur-of-the-moment thing," says Korey King, founder of his network marketing organization Nevele Networks. "A friend sent a link to this little Flash toy, and after playing with it awhile the Line Rider guy ended up going through a few motions that resembled him getting angry at his sled, tossing it and watching TV. Which fit very well with our business model, a lot of people who get involved with network marketing don't treat it like a business and learn what it takes to become successful with it, so they give up."

When asked how he felt this would benefit his company, Korey responded: "You know, I'm not sure. Line Rider isn't really geared toward our target market at all, but the context of the video fits. Still, it's basically zero-cost viral marketing. Aside from the few hours I spent messing around with it, that is."

Line Rider is a popular toy in online gaming circles, boasting over 11,000 user-submitted videos of their tracks on YouTube and claiming over 16 million visits to its website. It is 'played' by drawing lines on a blank canvas which a person on a sled, known as Line Rider Dude within the community, navigates using a physics engine consisting of gravity and acceleration lines. Though most see it as a game, the creator of Line Rider, Boštjan Cadež, calls it a toy because there are no rules and no set objectives.

When asked if he would be releasing future Line Rider videos, Korey said: "Probably not. This thing is a productivity killer, I can see why so many play around with it. It's a simple little game, but there are actually some incredible pieces of art created through it. I can only imagine some of the better Line Rider videos took days, if not weeks, to produce. Given the chance I'd probably spend way too much time messing around with it, and I'd rather spend that time on promoting my network marketing business and training my downline."

Line Rider, found at www.Official-Linerider.com, was originally created by Boštjan Cadež, a Slovenian university student, in September of 2006. It almost immediately gathered a cult following and became the seventh quickest gaining keyword in Google. Fans quickly noticed that they could create tracks, set them to music, and share them over YouTube.com. Recently Line Rider was acquired by InXile Entertainment, which has plans to license to Nintendo having versions of Line Rider released on the Wii and DS gaming systems.

Korey King is an independent distributor of MonaVie at www.DrinkVie.com, a nutritional fruit blend of the Acai berry and 18 other fruits promoted via network marketing. His company consists of his team of network marketers who also promote MonaVie. He offers resources for building a network marketing business and network marketing articles on his personal website at KoreyKing.com.

The video is named Sledding Is Hard and can be seen on YouTube.

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About Nevele Networks

Network marketing organization promoting MonaVie.

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