



**FOR IMMEDIATE RELEASE**

**SIGHTSPEED GIVES FANS OF “THE APPRENTICE” STAR AARON ALTSCHER A  
REVOLUTIONARY NEW WAY  
TO REACH OUT TO HIM DIRECTLY DURING 6<sup>TH</sup> SEASON OF NBC-TV’s HIT REALITY  
SHOW**

*Aaron Altscher Uses Award-Winning Personal Video Services  
To See, Meet and Talk to Supporters*

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**Berkeley, Calif. (Jan. 10, 2007)** – SightSpeed, the leading provider of personal video services over the Internet, is the behind-the-scenes video platform fans can use to contact Aaron Altscher, a candidate on the sixth season of NBC-TV’s (GE) “The Apprentice,” starring Donald J. Trump.

Altscher, recent recipient of an MBA in project management, is featuring SightSpeed’s award-winning technology on his website, [www.aaronaltscher.com](http://www.aaronaltscher.com), to communicate with fans who wish to send him a video email and receive one in return.

Altscher, 25, had been working as a community sales manager for a Fortune 150 homebuilder and as a sales and marketing associate for a real estate developer selling high-end luxury homes in the Fredericksburg, Md., area. A Maryland native, Altscher is co-chair of the Fredericksburg Area Builders Association’s Sales and marketing Council.

Altscher believes the winning combination for success is to balance innovation, hard work and humility. The best managers, he says, are those who empower their employees and maintain a “hands off” approach but aren’t afraid to roll their sleeves up and work alongside their charges. Altscher says his close and supportive family has given him the confidence, determination and optimism to meet life’s challenges head on and strive for success.

Altscher wanted to give “Apprentice” fans who visit his website, [www.aaronaltscher.com](http://www.aaronaltscher.com), a unique and visual way to contact him and receive a response that goes far beyond email and text messaging. SightSpeed allows fans to communicate with him using this easy to create and distribute video mail capability, and he can just as easily send them a video email back.

SightSpeed CEO Peter Csathy said his company is pleased to provide a full suite of personal video services that enables NBC's "The Apprentice" candidate Altscher to communicate directly with fans. "We're thrilled that Aaron chose SightSpeed as his video-communications platform as he strives to become the next 'Apprentice'. This is just the latest example of how SightSpeed is being used in revolutionary new ways within the media world."

The premiere of NBC's "The Apprentice" sixth season aired Jan. 7 with a special 90-minute episode. Subsequent episodes will air from 9-10 PM on Sunday nights. A couple of firsts mark this season. It's the first time the show has been based in Los Angeles after five seasons in New York, and it's the first time that Donald Trump's children, daughter Ivanka and son Donald Trump Jr., have on-camera roles in the leading reality show.

After winning several tech industry accolades in 2006 and recently reaching the milestone of exceeding more than 1 billion minutes of video-communications usage, SightSpeed is poised to announce upgrades and improvements with its upcoming major release, SightSpeed 6.0.

For more information about how Aaron is using SightSpeed, visit [www.aaronaltscher.com](http://www.aaronaltscher.com).

## **About SightSpeed**

SightSpeed offers consumers and small businesses the most complete and compelling suite of personal video services over the Internet. SightSpeed's award winning free and premium services include best-in-class video and voice over IP (VVoIP), voice over IP (VoIP), and text messaging (IM). SightSpeed offers advanced community features, including a public directory and an easy to use video creation platform that gives users the ability to record and publish original user generated content to blogs, websites and emails. SightSpeed also offers SightSpeedTV place shifting features, as well as support for mobile personal video. SightSpeed's suite of industry-leading video services offers unique opportunities for video-enabled advertising and e-commerce, in addition to communications, content creation and publishing.

Founded in 2001 and based in Berkeley, California, SightSpeed is a privately held company funded by The Roda Group, best known for launching the company Ask Jeeves. For more information about SightSpeed, visit [www.sightspeed.com](http://www.sightspeed.com).

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