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The Republik's Old Web Site Blown Away By Over 26, 400 Blasts From A Shotgun, Rifle and .44 Magnum

Durham, NC - On August 27th, The Republik sent an e-mail to 2,500 potential clients announcing the launch of their new website. To view the new site, recipients had to "destroy" their old site with a choice of weapons. Once they successfully destroyed the old site, The Republik's new site appeared.

In the first 24 hours over 2,200 people on the list blasted away at The Republik's old site. (That's a whopping 90% response rate.) As of 48 hours later an additional 5,000 people have visited therepublik.net.

To shoot up The Republik's old site, go to therepublik.net/DestroyOurOldSite and blast away.

The Republik (www.therepublik.net <<http://www.therepublik.net>>) is an employee-owned advertising agency with offices in Durham, Charlotte and New York. Clients include Triumph Boats, Raleigh; Consolidated Shoe, Scarab Boats, Sarasota; Fayetteville (N.C.) Tourism; Shelton Vineyards, Dobson and Carver Yachts, Pulaski.

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