



MEDIA RELEASE

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All the world's talking to MyCyberTwin

Keen tech-heads from Afghanistan to Zimbabwe are signing up to Aussie internet hit at the rate of two every minute

AN AUSTRALIAN company's personal online cybertwin technology that was launched globally yesterday has made a big impact on the cyberworld.

MyCyberTwin CEO Ms Liesl Capper said in the first 24hrs since the launch, people had signed up at the rate of two per minute, to create their own free cybertwin that is able to respond to chat on their behalf. That's a 4000% growth rate on the 50 founding members when the alpha website went public.

Already one American blogger who has created his own "evil, anti-social" cybertwin has had about 1000 people chat to his online cybertwin – see weblink <http://www.techcrunch.com>. Another blogger is suggesting remote workers could use the technology to trick their bosses. <http://webworkerdaily.com/2007/04/03/use-a-cybertwin-to-trick-your-boss-into-thinking-youre-online/>.

MyCyberTwin can be used for fun or for business reasons such as answering frequently asked questions on a corporate website. MyCyberTwin can chat on your behalf through social networks such as MySpace, blogs, dating sites and MSN instant messaging. The more time you spend training it, the more it is able to take on your personality to interact with friends – talking on your behalf even when you are offline.

MyCyberTwin co-founders, Liesl Capper and John Zakos, said MyCyberTwin puts your personality online and allows a cool new way to express yourself. They said the site was an alpha test site, which means cybertwins are learning from users right now and improving all the time. Other products being tested will be released in future, which will further expand the user experience.

Create your own online clone at www.mycybertwin.com.

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