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**MORE THAN 100 ORGANIZATIONS, EXPERTS SIGN UP TO DEBATE
CONSUMER TOPICS, HOT ISSUES ONLINE AT OPPOSING VIEWS**

LOS ANGELES – June 25, 2008 – More than 100 well known organizations and leading experts have signed up to debate consumer issues at [Opposing Views](#), a media company launching this summer.

The National Rifle Association (NRA), PETA, Amnesty International, Sierra Club, National Abortion Federation, CODEPINK and Focus on the Family are among the organizations poised to respond to hot topics. Opposing Views will pose questions such as “Would Allowing Students to Carry Weapons Make College Campuses Safer?” and “Is Global Warming a Crisis?” and the experts will supply their side of the argument and engage one another, allowing consumers to view all sides of issues they care about.

At Opposing Views, experts will address questions about politics, health, religion, personal finance, lifestyle and breaking news. Each topic area will feature many different points of view. For example, within a section on Gun Control, Opposing Views’ experts will include the NRA, Gun Owners of America, The Brady Campaign and Legal Community Against Violence.

“Opposing Views gives consumers one place to get all sides of an issue they care about,” Russell Fine, founder and CEO, Opposing Views, explains. “We’re bringing together the top experts and advocates and having them hash it out online.”

Fine is a technology wizard and serial entrepreneur who has focused his career on creating companies that give consumers a chance to gather a huge amount of information on a topic they care about and then fully engage with that data. He designed and created the technology for Youbet.com (NASDAQ:UBET), a real-time online horse racing site he co-founded; and is currently chairman of Accuscore.com, an online service where sports fans get detailed analyses of sports events in order to predict future game or match outcomes. As CEO of Opposing Views, Fine has brought content and immersive features to issues that consumers want to explore. Opposing Views will manage hundreds of topics with thousands of participant organizations and eventually consumer participation.

Opposing Views’ service will be in beta later this summer.

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