

VIDEO AVAILABLE: C I Host To Make Its Mark With British Documentary To Feature Human Tattoo Ad, Guerilla Marketing

For Immediate Release

DALLAS/EWORLDWIRE/May 6, 2005 --- C I Host, a global leader in Web hosting and data center operations, today announced it will tattoo the company's second Human Billboard in London, England and shoot a documentary film about the guerilla stunt, titled "A Word From My Sponsor."

Christopher Faulkner, CEO of C I Host, quipped, "But is it art? The last time we did an advertising tattoo on a person's head, we received media coverage worldwide. This time, we are going to capture the event on film ourselves. Now this is good reality for the big screen."

"A Word From Our Sponsor" was conceived in order to introduce and reinforce C I Host's brand throughout Europe, as the company prepares to open a new data center in London later in 2005. Filmmaker Travis Hayes will be the tattoo recipient, or "canvass," as it is known in inked circles. A film crew will follow Hayes 24 hours a day, collecting footage for a documentary to be submitted to the biggest film festivals.

"Our first Human Billboard turned the advertising world on its ear. Now tattoo advertising is all over the news," Faulkner said. "This guerilla stunt ought to ruffle a few body parts in the film world."

The Human Billboard film, "A Word From My Sponsor," begins shooting April 19. The forehead tattoo antics also will be recorded in a daily blog at www.awordfrommysponsor.com. For 30 days, tattoo and crew will roam London - Oxford Circus to Piccadilly Circus and everywhere else.

More details, including information about press conferences and film distribution will be forthcoming.

About C I Host

C I Host (www.cihost.com), based in the Dallas/Fort Worth market, is a global Web hosting and Internet solutions provider serving 215,000 individual consumers and businesses in 190 countries worldwide. C I Host's headquarters and Network Operations Center are in Bedford, Texas, and the company operates additional diverse data centers in Los Angeles and Chicago. A New York City-market data center will open in Newark, N.J. this quarter, and a London data center is planned to open in 2005.

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