



Sitestar's Web Acceleration Technology Brings Broadband Speeds To Dial-up Users

FOR IMMEDIATE RELEASE

LYNCHBURG, Va./EWorldWire/July 10, 2003 --- Internet Service Provider Sitestar Corporation (OTCBB: SYTE) today announced it has officially launched its first major new product of 2003 called SurfBOOST and its associated website at www.surfboost.com.

SurfBOOST technology is a client/server application that allows any Internet user with dial-up access to speed up their web browsing an average of three to five times the speed of normal dial-up access.

According to Sitestar President Frank R. Erhartic, Jr., "Many consumers and businesses want higher speed connections to the Internet but are not willing to spend the much higher a cost of DSL or cable access. DSL and cable access also is not available in all areas and usually requires high startup costs, contracts and weeks waiting to have it installed. SurfBOOST technology is free to try and can be installed as soon as it takes to download the small client-side program."

After installation of the SurfBOOST program on the client's machine, all web traffic is redirected to one of Sitestar's compression servers. All components of the websites being accessed are compressed according to the compression settings configured on the client-side application. These components are then streamed to the client's computer at a fraction of the size. SurfBOOST technology also takes advantage of caching technology and eliminates the need for multiple requests for the many components of a webpage. This allows for even more efficient delivery of the web data.

"We are thrilled to be launching this new product," added Joseph M. Albanese, Executive Vice President and Director of Business Development. "It is a solid product that works well on a variety of platforms. SurfBOOST subscribers don't even have to be Sitestar dial-up customers. Although we will be offering a discount to existing customers, SurfBOOST works with any ISP. This product solves the speed problem that has been plaguing millions of Internet users ever since Internet web browsing has been available."

About Sitestar Corporation

Sitestar Corporation is a mid-Atlantic Internet Service Provider (ISP) and computer services company offering a broad range of services to business and residential customers. Sitestar's main customer base is primarily in the Virginia and North Carolina markets but also sells most of its services nationwide. Sitestar's wholly owned subsidiaries provide narrow and broadband Internet access, Web-hosting and design services, computer sales and repair and other technology-related solutions to its residential and business customers.

Sitestar's wholly owned subsidiaries include Sitestar.net (<http://www.sitestar.net>), Sitestar Applied Technologies (<http://www.sitestarapplied.net>), Lynchburg.net (<http://www.lynchburg.net>), Computers by Design (<http://www.computersbydesign.com>), CBD Toner Recharge (<http://www.recharge.net>) and Advanced Internet Services (<http://www.advi.net>).

Safe Harbor

Statements regarding financial matters in this news release other than historical facts are "forward-looking statements," within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as that term is defined in the Private Securities Litigation Reform Act of 1995. The company intends that such statements about the company's future expectations, including future revenues and earnings, the anticipated stock dividends and all other forward-looking statements, be subject to the safe harbors created thereby. Since these statements (future operational results and sales) involve risks and uncertainties and are subject to change at any time, the company's actual results may differ materially from expected results.

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