

OF THE YEAR HOMEPAGE

PHOTO AVAILABLE: Fame Extends Beyond 15-Minutes To 35,040 Quarter-hours For Winning Bidder At Thierry Paradis' OfTheYearHomepage

Men and women join a league of others vying for a coveted one-year, "Of The Year" designation

For Immediate Release

QUÉBEC, Canada/EWORLDWIRE/Dec. 17, 2008 --- Boundless creativity is unleashed to take another spin on the Web with Thierry Paradis. Paradis has elected to finance his dream of developing a short film by auctioning positions for "Of The Year" - one for a man, one for a woman and one for a business, at 'http://www.oftheyearhomepage.com'.

According to Paradis, "Everyone dreams of capturing 15 minutes of fame - of being in the spotlight. Some get it for the wrong reasons - by breaking a law. Others attract attention based on their celebrity status. What's an average person to do, who may have the talent but not the connections or affiliations to get there? Via eBay auctions and my ingeniousness, anyone anywhere can click to pursue their potential to be the personality of 2009 and get public exposure for a whole year."

Paradis realizes that countless skeptics will question his motives or make judgments about the ethics of his endeavor.

"Recently a man laid off in the heart of New York's financial district dressed up in a sign, to attract attention to his situation and need for a new job," added Paradis. "For eons, people have embraced all sorts of unconventional twists and turns to achieve their dreams.

"Those who achieve great things consistently take risks, and they know how to keep moving towards a goal. The auctions I provide allow people to reach out and have a visible reminder of the goals they are working towards each day, in addition to the natural publicity that stems from this type of promotion."

Winners will enjoy visibility at one of the following pages:

- . 'http://www.oftheyearhomepage.com/ManOfTheYear/Default.htm'
- . 'http://www.oftheyearhomepage.com/WomanOfTheYear/Default.htm'
- . 'http://www.oftheyearhomepage.com/CompanyOfTheYear/Default.htm'

Those interested in participating in the bidding may visit:

- . 'http://cgi.ebay.com/Be-the-Man-of-the-Year_W0QQitemZ320322299741QQcategoryZ1607QQcmdZViewItem'
- . 'http://cgi.ebay.com/Woman-of-the-Year_W0QQitemZ320322299776QQcategoryZ1607QQcmdZViewItem'
- . 'http://cgi.ebay.com/Company-of-the-Year_W0QQitemZ320322299784QQcategoryZ1607QQcmdZViewItem'

MEDIA: To schedule an interview with Thierry Paradis, call 1-418-998-7899.

HTML: <http://www.eworldwire.com/pressreleases/19234>

MOBILE: <http://e4mobile.com/pressreleases/19234>

PDF: <http://www.eworldwire.com/pdf/19234.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/314488.htm>

LOGO: <http://www.eworldwire.com/newsroom/314488.htm>

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Of The Year - one for a man, one for a woman and one for a business
<http://eworldwire.com/mediauploads/thierry.jpg>