



Contact Information:

Mike Merrill - kmikeym@urbanhonking.com

Jona Bechtolt - jona@urbanhonking.com

Steve Schroeder - steve@urbanhonking.com

Phone: (503) 969-0157

Web: <http://www.urbanhonking.com/ultimateblogger2/>

FOR IMMEDIATE RELEASE

UrbanHonking.com Announces Ultimate Blogger 2 - “Reality TV and Blogging Is Our Chocolate and Peanut Butter”

PORTLAND, OREGON – Feb 20, 2006 – Ever since Season 1 of the Ultimate Blogger ended last year there has been a void in our hearts. We have been missing the lies, deceit, alliances forged and broken, immunity headdresses, time-traveling to the '90s, and, of course, the blog entries that consumed our lives. So we're doing it again with Ultimate Blogger 2!

Hi. We're UrbanHonking.com, an online community run by three close friends: Jona Bechtolt, Mike Merrill, and Steve Schroeder. Last year we ended up creating an internet phenomenon, and now we're doing it again. Ultimate Blogger 2 is a month-long competition from February 27 to March 27 where twelve contestants from all walks of life try to out-blog each other for the title of--you guessed it--Ultimate Blogger. We're going to make somebody internet famous.

This is the kind of thing the internet has always promised: new and exciting media created by the little guy that rivals anything that will ever be created by AOL Time-Warner or FOX in production, execution, and compelling new content. This is grassroots entertainment for the internet generation created on the peer-to-peer model; we make what we like, and other people who like it will find it. No companies, no contracts, no business model, and certainly no profits! Just creating entertainment for the pure joy of it!

The bread and butter of the show are short video clips that tie together the challenges and eliminations, which have involved the two male hosts having breakfast in bed together, walking Portland's infamous “suicide skyway,” and a video homage to Benny Hill. Rather than just voting by text messages the viewers interact directly with the players by posting their cheers and jeers and watching it all unfold in realtime. And we're not just offering a title to the winner. This year our prize package includes an iPod, a digital camera, some straight up cash, and an array of valuable blogging tools.

“Reality TV and blogging are like my chocolate and peanut butter,” said Urban Honking co-founder Mike Merrill. Steve Schroeder leans over his shoulder and shouts his catch phrase, “Yo!” Jona Bechtolt adds, “So far we've talked to our local alt-weekly, a guy from the Oregonian, and we have an interview with BBC Radio 5 on Monday. Everyone has been so nice!”

From The Guardian UK, “A cross between a reality TV show and a writers' workshop. And not a bad way to read new bloggers!” Altnet.org said, “... with 6,000 individual visitors per day, the contest can guarantee the finalists a chance at becoming online celebrities.”

So there you have it. Reality television meets blogging, and it's as much fun to watch as it is to play.

<http://www.urbanhonking.com/ultimateblogger2/>

Photos and other courtesy art available on request.

Many of last year's contestants are available.

ABOUT URBANHONKING.COM:

Urban Honking is an online community founded in 2001 by Jona Bechtolt, Steve Schroeder and Mike Merrill. UrHo currently hosts a number of individual blogs, ranging from music criticism to competitive eating, photo and art blogs and accounts of life in grad school.

###