



**Press Release Contact Information:**

Mark Harper  
GenieKnows.com  
VP of Business Development  
E-Mail: [Email us Here](mailto:info@genieknows.com)  
Website: [Visit Our Website](http://www.genieknows.com)

**GenieKnows.com sponsors the Cannonball/Tire Rack 2008 One Lap of America**

*This year the Cannonball/Tire Rack 2008 One Lap of America will have a wide array of sponsors and cars among them will be the event sponsor GenieKnows.com and the vehicle they are sponsoring a 2008 smart fortwo.*

/24-7PressRelease/ - April 19, 2008 - When Stephen Noton (Director of Search Engine Optimization with GenieKnows.com) registered himself and his 2008 smart car into the 'One Lap of America' race, he didn't plan on telling anyone. "I have always be involved in cars and racing and the Cannonball was something that I wanted to do for many years" said Noton from the company offices in Halifax, Nova Scotia.

It wasn't until he requested time off work that colleagues became aware of the event and Stephen's involvement. News spread quickly around the office that Stephen was looking for a co-driver for the race. "There was an immediate buzz when the guys at work found out I was looking for a co-driver," and Tony Abou-Assaleh (Director of Research at GenieKnows.com) quickly volunteered.

With two of their key employees involved in the event, it was hard for company executives to ignore the enthusiasm. "Once we understood the history, culture and nature of the 'Cannonball One Lap of America' race, we immediately saw the potential of promoting our new Local Search Engine," said Barbara Miller Manning, President and CEO of GenieKnows.com. "Having Stephen involved in this event, and entering his smart car, really tied in well with our corporate mantra of "the little engine that could," said Manning.

After some talks with event organizer, Brock Jr., the company not only decided to sponsor Stephen's personal entry, but also to support the entire event as the Digital Media Sponsor.

"GenieKnows.com wanted to bring the local and community aspect to the One Lap of America event and decided to help start the OneLapper.com community website," said Noton. This is a site where 'One Lappers' can get hosted blogs, upload their One Lap videos and photos and interact with the worldwide web community via this "Web 2.0" platform.

GenieKnows.com is a technology provider servicing millions of search engine users monthly via its focused web-search portals like GenieKnows Local, Games & Health. "This is a perfect way to showcase the GenieKnows Local search product to the One Lappers as a way to search, map and find services during this year's event."

The GenieKnows Local search team will be setting up special entry web pages for each of the venues during the 8-day event, which will give participants the quickest way to find that repair shop, gas station, or even the track if they get lost!

Stephen Noton's 451 smart fortwo, with an engine size of 999cc, is the smallest entry in this year's event and just like GenieKnows.com, it is the little engine that could. Follow the race online at <http://www.onelapper.com> and search like a local at GenieKnows Local <http://local.genieknows.com>

GenieKnows.com is a division of IT Interactive Services Inc., a privately held, Canadian internet technology incorporation based in Halifax, Nova Scotia, incorporated in 1999. IT Interactive Services is a leading developer and provider of performance-based marketing services for the Internet. The Company's primary focus is the operation of online marketplaces that connect the prospects that are most likely to purchase specific goods and services to the advertisers that provide those goods and services. GenieKnows.com has become widely known and respected, offering users a fun experience and is dedicated to providing web users a pleasurable search experience that delivers quality results, while supplying advertisers with a gainful medium in which to drive targeted traffic to their web sites.