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**ZUG.com Announces \$1,000.00 Contest for the Funniest Halloween Prank**

*The first contest is a partnership with Half Price Banners, the leading print-on-demand banner company, where ZUG will throw down a "comedy challenge" for users to come up with the funniest banner or sign to hang outside a church, small business, or political convention.*

BOSTON, MA, October 11, 2008 **/24-7PressRelease/** -- ZUG.com, the world's oldest comedy site, has two contests up its sleeve for the month of October. In keeping with ZUG's mission of making the world a funnier place through hilarious user-generated comedy, ZUG is challenging its users to come up with the funniest Halloween prank, with \$1000.00 in cash being awarded to the winners.

The first contest is a partnership with Half Price Banners, the leading print-on-demand banner company, where ZUG will throw down a "comedy challenge" for users to come up with the funniest banner or sign to hang outside a church, small business, or political convention. Users will vote on the funniest ideas, with ZUG judges choosing a \$500.00 winner. Halfpricebanners.com will then print the winning custom vinyl banner that ZUG will hang in the appropriate location, reporting on the reaction of confused churchgoers, tourists, or passersby.

"This is the new model of our comedy site," said ZUG.com editor-in-chief Sir John Hargrave. "The winner gets not only \$500.00 cash, but the chance to make people laugh with a funny idea that we'll carry out. When users generate our ideas for us, we can go home early. Win/win."

Meanwhile, another comedy contest will challenge users to come up with the Funniest Original Halloween Costume Prank, in conjunction with leading online costume company BuyCostumes.com. Contestants will browse the BuyCostumes.com site, and choose a costume as the basis for a prank or stunt that they are willing to do in public. ZUG.com users will vote on the five funniest entrants, who will each win costumes worth up to \$100. They will then document their crazy Halloween costume prank, with the funniest-rated photos or story winning \$500.00 cash.

"These two contests are further proof that our site is generating the funniest user-generated content on the Web today," said Hargrave. "On ZUG, everybody's a comedian."

ZUG.com has a lot in store this October to continue building its reputation as one of the greatest sources of original comedy, stunts, and Halloween pranks on the Web. And with \$1000.00 in prize money, it's now one of the best places for fresh comedy talent to get discovered.

**About ZUG.com**

ZUG.com, the world's oldest comedy community, has been serving up hilarious viral marketing content since 1995. The site's first book, PRANK THE MONKEY: THE ZUG BOOK OF PRANKS was published in 2007 and immediately became an Amazon.com bestseller. ZUG.com works with clients to provide comedy viral marketing stunts online.

**About HalfPriceBanners.com**

Halfpricebanners.com is the leading provider of high-quality custom vinyl banners, at half the price of its competitors.

**About BuyCostumes.com**

BuyCostumes.com is one of the largest costume Web sites for adults, kids and pets. It also includes a large selection of Halloween wigs, party decorations and accessories.

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