

## Contest Factory Launches Web's First User-initiated Real-time 'Tournament Contest' Platform

*Patent-pending social networking software platform allows marketing organizations and online communities to create real-time user-generated content in the form of free and fee-based tournament contests, predictions, and polls.*

Orange, CA ([PRWEB](#)) February 10, 2005 -- Contest Factory has launched "Bracket-X™", its long-awaited and the web's first user-initiated real-time "Tournament Contest" platform. The turn-key platform provides marketing organizations with a fresh and compelling tool to create a Buzz around their services, products, or websites. (see [www.ContestFactory.com](http://www.ContestFactory.com) and [www.SizzleFizzle.com](http://www.SizzleFizzle.com))

People love contests. They love to win or vote for whom they think should win. They like to witness games of skill and challenge. Think of the buzz around all the reality-based shows like American Idol™, Survivor™, So you think you can dance™...

Contest Factory has developed a sophisticated yet intuitive interactive platform that allows marketing organizations, brick and mortar stores, and online communities create the ultimate "BUZZ" around their products and services. For online communities, Contest Factory's Bracket-X™ platform provides a hidden but potent revenue stream.

For the first time Marketing Organizations can now create and customize a promotional campaign of the magnitude of reality-based TV shows for their company and products and launch it within a matter of days. A campaign that can reach their audience via the web, wireless, and interactive-TV.

Most online communities, regardless of their size, may be missing a significant but hidden revenue stream. Contest Factory's tournament contest platform can help the online communities realize those hidden revenues by creating and managing fee-based game of skill tournament contests customized for each community.

Contest Factory's Bracket-X™ contest platform is basically American Idol™ online and on steroids!" said Dr. Iman Foroutan, founder and CEO of Opus One Corporation, Contest Factory's parent company. "We had launched MakeaStar.com for independent artists in 2001. Now, with Contest Factory we will be able to provide a very large menu of online promotional and games of skill tournament contests to businesses and consumers. The user response to our showcase website [www.SizzleFizzle.com](http://www.SizzleFizzle.com) has been just incredible and we are currently seeking partners in the Radio and Television space to integrate our platform in their shows, or to create stand-alone shows based on our Bracket-X™ technology."

All trademarks, service marks, and trade names referenced.

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