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Schrock Innovations, Inc.

# Press Release

## Schrock Innovations Launches Holiday Sale

### Company Giving Away Over \$1,000 in Prizes with new promotion

Lincoln, NE – November 20, 2005:

Schrock Innovations will launch its 2005 Holiday Computer Sale on Sunday, and the company plans to give away over \$1,000 in prizes to its radio show listeners to celebrate.

To register in the giveaway, listeners must visit the company's website at [www.schrockinnovations.com](http://www.schrockinnovations.com) and click on the registration link near the bottom of the page. Contestants can improve their odds of winning by entering as many times as they would like, however only one entry per household per day will be accepted.

Once contestants have registered, they must be listening to Compute This to hear if their name is drawn. When a name is read on-air, that listener has five minutes to call the show and claim their prize. If a contestant is not listening, another name is drawn.

"We have never done anything like this before," said Thor Schrock, Owner of Schrock Innovations. "This is great for everyone because it promotes our radio show, our website, and gives some awesome prizes to our most loyal listeners."

The four prizes are also listed on the company's website. Listeners can win a one-touch backup external hard drive, an external DVD burner, a 15" LCD Monitor, and even a wireless air mouse. Each prize is worth about \$250 on average.

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“Our radio show does well because it is fun to listen to,” Schrock said. “Everyone thinks winning something is fun.”

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