



## ZapNetwork(TM) Announces DoubleClick to Provide Ad Delivery Services Solutions

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### Leading Provider of Global Online Advertising Solutions to Help Build the ZapNetwork

ROCHESTER, N.Y., Dec. 13 /PRNewswire/ -- Zap.com Corp. (OTC Bulletin Board: [ZPCM - news](#)) today announced the selection of DoubleClick Inc. (Nasdaq: [DCLK - news](#)), the industry's leading provider of global Internet advertising solutions, to provide its ad delivery services across the ZapNetwork. The announcement follows on the heels of Zap.com's unveiling of its first major Internet business initiative, the launch of the Zap.com site, offering one-stop Internet search and directory capabilities.

"As we move to build the ZapNetwork, we are putting into place a group of top notch Internet technology companies to work with us toward successful implementation of our business model," said Avram Glazer, president of Zap.com. "DoubleClick is a leader in online advertising solutions and we believe that its technology will position us well to pursue our goal of becoming one of the top sites on the Web. We look forward to working with DoubleClick to help us bring Web users and advertisers together as we develop the ZapNetwork."

Zap.com will use DoubleClick AdServer to manage, target, serve and report on advertising campaigns across its network.

"DoubleClick is committed to providing our customers with scalable solutions that can grow and adapt as their business expands," said David Rosenblatt, Sr. Vice President of DoubleClick Technology Solutions. "Zap.com is a great example of a customer who seeks to take advantage of DoubleClick's comprehensive approach to online advertising management, leveraging both a service-based model and eventually software to pursue its goals."

About DoubleClick, Inc.

DoubleClick Inc. (<http://www.doubleclick.net>) is a leading provider of comprehensive global Internet advertising solutions for marketers and Web publishers. Combining technology and media expertise, DoubleClick centralizes planning, execution, control, tracking and reporting for online media campaigns. DoubleClick Inc. has Global headquarters in New York City and maintains offices in Atlanta, Boston, Chicago, Detroit, Dallas, Dublin, Los Angeles, San Francisco, San Mateo, Seattle, Amsterdam, Barcelona, Copenhagen, Dusseldorf, Hamburg, Helsinki, Hong Kong, London, Madrid, Melbourne, Milan, Montreal, Munich, Oslo, Paris, Sao Paulo, Singapore, Stockholm, Sydney, Taipei, Tokyo and Toronto.

About Zap.com

Zap.com was founded by Zapata Corporation (NYSE: [ZAP - news](#)) with the goal of creating and operating a premier Internet network with global market reach. The Zap Network currently includes:

Word - <http://www.word.com> -- An award winning webzine -- one of the Web's oldest -- featuring personal stories, quirky humor and more.

Charged -- <http://www.charged.com> -- The webzine of extreme leisure.

Pixeltime -- <http://www.pixeltime.com> -- A proprietary Java-based drawing system that is a unique tool for community building and user-created content.

Zap.Com -- <http://www.zap.com> -- an outstanding one-stop guide to the Internet offering exceptional search, directory capabilities and more.

Statements in this press release that are not strictly historical are "forward-looking" statements that are made pursuant to the safe harbor provision of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve known and unknown risks, which may cause the company's actual results in the future to differ materially from expected results. These risks and uncertainties include, among others: the Company's lack of an operating history; the risks inherent in establishing a new business in the Internet industry: the lack of a present source of revenues; the extent of the losses and negative cash flows that the Company anticipates; the Company's unproven business model; the ability of the Company to successfully finalize development of its Internet banner; risks associated with the Company's dependence on the Internet; intense competition; the extent to which a trading market develops in its stock; the Company's ability to raise capital if necessary; the Company's ability to maintain intellectual property protection for its proprietary products, to defend its existing intellectual property rights from challenges by third parties, and to avoid infringing intellectual property rights of third parties; unforeseen operating risks; the Company's ability to secure agreements with third parties for various services and marketing and other functions; and the availability of capital to finance planned activities if necessary. These risks are qualified in their entirety by cautionary language and risk factors set forth in the Company's filings with the Securities and Exchange Commission (SEC), including the Company's Registration Statement on Form S-1 filed with the SEC on April 13, 1999, as amended. The Company assumes no obligation to update the information included in this press release.