



All New Zap.com Launched

11/29/99

ROCHESTER, N.Y.--(BUSINESS WIRE)--Nov. 29, 1999--Zap.com Corp. (OTCBB-ZPCM) today announced its first major Internet business initiative - the launch of its all-new Zap.com (www.zap.com) Internet site. Zap.com, the result of months of extensive beta testing and consumer feedback, is an outstanding one-stop guide to the Internet offering exceptional search, directory capabilities and more.

As a one-stop guide, Zap.com expects to generate revenues via advertising, sponsorships and e-commerce opportunities. This site is different from other Internet guide sites in that Zap.com is designed to be simple, intuitive and informative. Zap.com simplifies the Internet and enhances the web experience.

Zap.com Corporation was founded by Zapata Corp. in April, 1998, to create and operate a premier Internet network with global market reach. "Zap.com is not just a single web site, it is not just a guide and it is not just a multi-functional location, Zap.com is much, much more. Zap.com is building a network," stated Avram Glazer, president of Zap.com corp. "Zap.com consists of a variety of services. The Zap.com site is just one."

Zap.com was planned with the user in mind. Avram Glazer, stated, "the all-new Zap.com was designed to be both intuitive and informative. With the explosive growth of the Internet, it has become increasingly complex for users to navigate and stay focused. Zap.com helps people find what's best for them on the web in a quick and enjoyable manner."

The all-new Zap.com is rich in functionality. Zap.com's features include:

- "The ZAP 200 Best Internet Sites" -- a quick and easy, one-stop guide to the Internet's best web sites sorted by category, according to a panel of Internet experts.
- "Search The Web" -- search results based on the most popular and relevant sites on the Web.
- "ZapVision" -- an innovative Internet "television" device featuring pause/play functionality. ZapVision is being made available for license by Zap.com to leading Internet companies looking to utilize the cutting edge in today's web technology.
- "Spotlight On..." -- ZAP.COM provides links to select sites focusing on a timely topic or event. The current "spotlight on" features "Autumn Fun."
- "ZapAudio" - Zap.com uses intelligent audio feedback to enhance the user experience. Zap.com is the only major portal site on the Internet to employ this technology.

Zap.com is currently developing the Zap Network - and Zap.com is a gateway to sites that make up that network. Our goal is to make the Zap Network of websites a leading advertising and e-commerce platform. The Zap Network currently consists of:

Word (www.word.com) -- An award winning and innovative webzine with everything from personal stories and oral histories to comics, music, quirky humor and more.

Charged (www.charged.com) -- The webzine of extreme leisure--action, adventure, games, style, and fun all around.

Pixeltime (www.pixeltime.com) -- The state of the art in online visual expression. Pixeltime, a proprietary Java-based drawing system, is a unique tool for community building and user-created content

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.

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