



## NEWS RELEASE

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FOR IMMEDIATE RELEASE

**NCTI SUBSIDIARY ARTERA LAUNCHES FREE INTERNET ACCELERATOR --  
REV THE WEB™--INTO CONSUMER MARKET**

*Free Internet Speed Downloadable at [www.revtheweb.com](http://www.revtheweb.com)*

WESTPORT, Conn, April 12, 2005 – Artera Group, Inc., a subsidiary of NCT Group, Inc. (OTCBB: NCTI), announced today the immediate availability of Rev The Web™, a free Internet acceleration service that enables web surfers to access the Internet five times faster through a dial-up line and three times faster through a broadband connection, such as DSL or a cable modem. The service also accelerates ISDN, wireless and satellite, and can be used with nearly all Internet service providers.

Rev The Web is a new Artera Group brand using a permission-based, ad-assisted business model. Artera has already signed agreements with three of the leading ad serving companies who will be responsible for selling Rev The Web's advertising inventory. Artera will have the capability to sell its own advertising as well.

"We've been test marketing this brand with positive results from consumers and advertisers," said Michael J. Parrella, CEO, Artera Group, Inc. "The demand for Internet advertising continues to grow. Our ad seller partners are already serving ads into the Rev The Web system, and they are looking forward to the expansion of our subscriber base."

According to the Interactive Advertising Bureau and PricewaterhouseCoopers, Internet advertising estimates for the full-year 2004 totaled just under \$9.6 billion—a 32% increase over full-year 2003 (\$7.3 billion).

The free web accelerator can benefit web surfers who do not have high bandwidth connections, either because they cannot get these connections in their physical locations or cannot afford to pay for them. The service improves dial-up access by five times on average. For those surfers who do have broadband access, but who are often fighting for bandwidth from a shared access point, Rev The Web can improve their Internet access threefold on average. This is a noticeable difference especially when downloading graphics-rich web pages.

Unlike other programs that simply "tweak" Windows® settings to address modem speeds, Rev The Web is a comprehensive service that uses patent-pending technology to compress and optimize the data that is being served by the Web. The service is free and can be accessed at [www.revtheweb.com](http://www.revtheweb.com). It is quick to download and simple to install. Technical support for the new service is available on the website and includes a click-to-chat option.

"This free service provides the answer for many users who want a faster web experience," said Irv Lebovics, Senior Vice President of Sales, Artera Group, Inc. "Whether you're a rural surfer with dial-up access, a city inhabitant who is contending for bandwidth with your neighbors, or a campus student who needs multimedia information delivered quickly, Rev The Web is the solution for you—it's free, it's fast and it's easy."

Rev The Web comes with parental control features that allow parents to determine the websites that are acceptable for their children to visit. It also offers a speed test with which users can test their surfing speed, illustrating how much faster they are accessing the Internet with Rev The Web.

In return for the free service, users fill out a ten-question survey about their interests, and will be served a limited number of ads based on this as well as behavioral information. Rev The Web protects users' privacy by not collecting any name, address or phone number data. Rev The Web users will have access to a special shopping portal called "Just For You" that offers customized deals in a variety of categories, based on the consumer's interests.

A study conducted by the Ponemon Institute, a research organization dedicated to privacy management practices in business and government, revealed that consumers prefer banner ads that are relevant to their needs and interests by a 2 to 1 margin over those that are not relevant, with 52 percent of those polled saying that they would be more likely to click on targeted ads than on others.

If at any time a user no longer wishes to receive ads but still wants to take advantage of the speed benefits of Rev The Web, they can switch to the premium version of the service for \$2.95 per month. Benefits of Rev The Web Premium™ include:

- ◆ Protecting the PC from unauthorized access by providing an ultra-secure firewall.
- ◆ Improving the way email works by accelerating the delivery of email and the downloading of email attachments such as Microsoft® Word® and PowerPoint® documents.
- ◆ Blocking website ads, further speeding up the Internet surfing experience.

Currently, Rev The Web is available to U.S. residents. International availability is expected soon.

System requirements of the Rev The Web service are: Microsoft® Internet Explorer® version 5.0 or above; Pentium® II or higher; Celeron® 500Mhz or higher; 64MB of RAM or more; and 20MB of free disk space. Rev The Web is compatible with all of the following operating systems: Windows® 98 Second Edition; Windows® Me; Windows® 2000; and Windows® XP.

#### About Rev The Web

Rev The Web is a world-class Internet accelerator that uses patent-pending technology and optimization techniques to speed the delivery of information to Internet users.

Rev The Web was developed by Artera Group, Inc., a developer of Artera Turbo™ proprietary Internet acceleration and optimization technology for residential, small business and enterprise applications. For more information, visit [www.revtheweb.com](http://www.revtheweb.com) and [www.arteragroup.com](http://www.arteragroup.com).

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#### *Cautionary Statement Regarding Forward-Looking Statements*

Statements in this press release that are not historical are forward-looking. These statements are subject to numerous risks and uncertainties that could cause actual results to differ materially, including but limited to: NCTI's ability to generate sufficient funds to execute its business plan; its ability to obtain additional financing if and when necessary; its ability to repay or refinance indebtedness as it becomes due; the results of litigation; general economic and business conditions; the level of demand for NCTI's products and services; the level and intensity of competition in the technology industry; NCTI's ability to develop new products and the market's acceptance of those products; and its ability to manage its operating costs effectively. These forward-looking statements speak only as of the date of this press release. NCTI undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise. These and other factors affecting NCTI's business and prospects are discussed in greater detail in NCTI's filings with the Securities and Exchange Commission, which are available online in the EDGAR database at <http://www.sec.gov>.