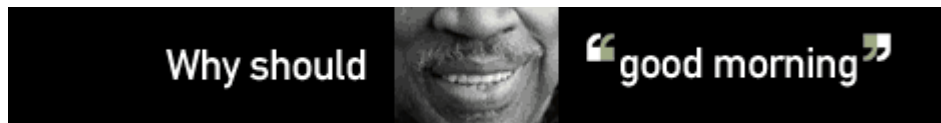


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X10's hard-to-miss Web ads.
FORTUNE
Monday, April 1, 2002
By Reed Tucker

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What do buxom, scantily clad women and home security have in common? If you believe those ubiquitous pop-up and pop-under online ads from spy-cam maker X10 Wireless Technology--which feature suggestively posed, half-naked ladies with a text message about watching your home--sexy females are the greatest threat to your household since the Boston Strangler.

X10's irritating marketing strategy besieged so many computer screens last year that the relatively unknown electronics supplier landed among 2001's top five Internet advertisers.

And the blitzkrieg, combined with cut-rate prices (cameras sell for less than half of what competitors charge), does seem to be paying dividends. "X10 certainly took away business from us and everyone else," says Alex Montgomery of Phoenix's Hidden Camera Solutions. Yet it's unclear whether results are showing up on the bottom line: The privately held X10 doesn't disclose sales, but documents filed in conjunction with a canceled IPO show a loss of \$8.1 million in the

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first nine months of 2000.

While its ads are everywhere, the Seattle company has been mysteriously tight-lipped. No one has ever agreed to talk to the media, and spokesperson Jeff Denenholz would only say, cryptically, that "the company values its privacy." Makes sense: There are a lot of dangerous half-naked ladies out there.

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