

SECTION 5 - Corporate Governance and Management

Item 5.02 Departure or Principal Officers; Election of Directors; Appointment of Principal Officers

On June 24, 2005, our board of directors appointed Patricia Waite to serve as our member of the board of directors, President, Chief Executive Officer and Chief Financial Officer. We did not enter into any employment agreement with Ms. Waite.

On June 24, 2005, Dan Lee resigned as President, Chief Executive Officer, Chief Financial Officer and sole director of the Company.

Ms. Waite has not had any material direct or indirect interest in any of our transactions or proposed transactions over the last two years. A description of the business experience of Ms. Waite is set forth below.

Patricia Waite. Ms. Waite has an extensive background in sales and marketing. From 1986 to the present, Ms. Waite has been in retail sales in the pottery industry, wine industry and home remedies.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

NETCHOICE, INC.

Date: June 28, 2005

By: /s/ Patricia Waite

Name: Patricia Waite

Title: President and Chief Executive Officer

