

# ANSEARCH

Ansearch Limited

ABN 70 001 287 510

7 Agnew Way

Subiaco WA 6008

Australia

Phone + 61 8 9388 0000

Fax + 61 8 9476 6184

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Manager of Company Announcements  
Australian Stock Exchange Limited  
Level 6, 20 Bridge Street,  
SYDNEY NSW 2000

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## **Ansearch to offer Google advertising solutions to publishers in Australia and New Zealand**

**Ansearch Limited** (ASX: **ANH**) advises that it has concluded an agreement with **Google Inc**, developer of the award winning Google search engine.

Under the terms of the agreement, Ansearch's online advertising subsidiary, **soush** Pty Ltd, has become an authorised reseller of Google advertising solutions. The company can now provide Google advertising to its rapidly expanding network of online website publishers in Australia and New Zealand.

"This is an exciting development for Ansearch" said Ansearch Limited CEO Dean Jones.

"Following this agreement, soush can immediately provide near 100% advertising coverage for website publishers while maximizing premium rates. This has been the main challenge facing the online advertising industry - selling more advertising space without prejudicing the pricing rates."

"The marriage of highly relevant advertising with near 100% premium coverage will result in substantially increased revenues for both ourselves and our online publisher clients. This is a very important step in our growth strategy"

Yours Sincerely,



Peter Jermyn  
Chairman