

MEDIA RELEASE

Ansearch reinvents the search engine wheel

18 August 2008

Australia-based Ansearch Limited (ASX: ANH), today announced it had literally “reinvented the wheel” with the launch of its new search engine.

As part of a major site redesign, the “ansearch wheel” displayed on www.ansearch.com.au now allows users to choose their preferred search channel: web, directory, image or video search.

Ansearch users receive an instant preview of the type of image or video results they can expect on a search results page, featuring a popular “video wall” preview below the search box*:



This is the first execution of a quality video search experience in Australia, catering to the booming demand for video search.

According to research organisation, The Kelsey Group, online video advertising revenues in the US alone will reach US\$1.5 billion by 2012, up from just \$11 million in 2007.

Even more bullish are Borrell Associates, who predict such spend will reach US\$1.2 billion in 2008.^A

This unique approach to a search engine interface makes it easier for users to customise or refine their search query, and this highly targeted approach will generate better paid search results for advertising clients.

Ansearch’s global head of search, Josh Edis, said: “While the search market is dominated by the predominantly text-based search leader, Google, millions of internet users seek an alternative.

“Although people may continue to use their habitual web search engine, search and media consumption behaviour is shifting rapidly away from mainstream channels as users become more aware of alternative search engines that help refine and target their searches – especially image and video search which continue to absorb more of people’s time online.

For personal use only

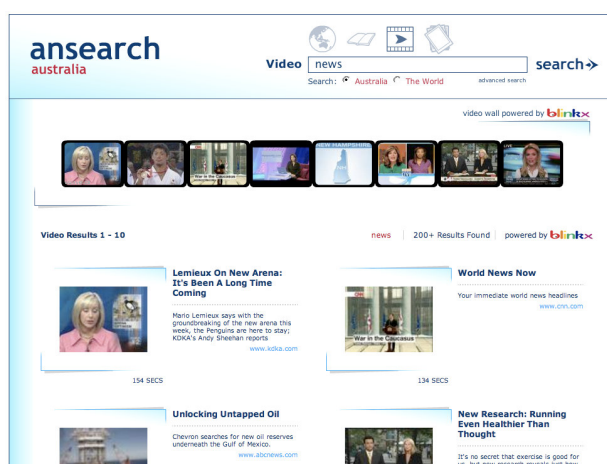
“Ansearch is poised to benefit from this continuing shift as we provide users with a more intuitive and compelling search experience.”

In another unique attribute, the new-look ansearch.com.au becomes Asia Pacific's only search engine providing users with video search results from the internet's largest commercial and professional video library: **blinkx**.

Boasting more than 26 million hours of video content – and growing – the blinkx video index has more rich content from a broader range of sources than either Google or Yahoo.

ansearch.com.au also offers dynamic previews of each video, an innovation on the traditional static “thumbnail” image.

In addition, an exciting “video wall” of up to eight preview videos allows users to immerse themselves in multiple streams simultaneously:



The Ansearch search engine generates advertising revenue from Google's paid search results, with advertisements matched to web and directory search queries.

In addition to paid search revenues, Ansearch also offers advertisers targeted display advertising in the directory, pre- and post-roll video advertising, and partnership opportunities are available in verticals such as employment, motoring, real estate, shopping and general classifieds.

Ansearch chief executive officer, David Burden, said: “The launch of the new-look Ansearch search engine reflects the exciting and innovative company vision and culture emerging at Ansearch today.

“With the redesign of ansearch.com.au we have achieved in three months what some companies would consider almost impossible: we've completely reinvented the wheel of our owned and operated search engines in four different countries.

“It is a particularly pleasing achievement for a proudly Australian-owned and managed company carving out our own unique position in the global search marketplace.”

A USA local site (www.ansearch.com), UK local site (www.ansearch.co.uk) and New Zealand local site (www.ansearch.co.nz) have also been re-launched and customised to better serve Ansearch customers in these markets.

Mr Burden added additional features would be progressively introduced, with local map search and other search channels to be made available in the near future.

The new search engine was designed and developed entirely in Australia by Ansearch, which is consistently ranked among Australia's top ten search websites.

The web and image results on Ansearch are powered by one the world's largest internet search companies, Ask.com.

Ansearch has established a global search services agreement with Ask's international parent company, IAC Search & Media Europe Ltd. IAC ('Interactive Corporation') is a global internet media company head quartered in New York, USA (Nasdaq: IACI).

At a glance: the redesigned Ansearch.com.au (<http://www.ansearch.com.au>):

- Clean and attractive new interface concept for home and all results pages
- Navigation wheel on home page allows users to select between web, image, video and directory search results, with new search channels to launch soon
- Intelligent keyword "tag cloud" on search results pages offers users a simple way to refine and target their search query
- Intelligent frames around image and video search results change colour to indicate images and videos a user has previously viewed while also providing a more visually appealing way to present image-based results
- Full integration of video search from blinkx, and all video thumbnails play in the search results; the most relevant results are presented in a wall at the top of the page. For example, link to a result from the sample search term, "space travel":
<http://www.ansearch.com.au/search?search=space+travel&submit=&st=video&cc=au>
- Paid search advertising provided by Google under global services agreement
- Sponsorship / partnership opportunities around key verticals such as employment, cars, real estate, general classifieds and shopping
- Developed and built entirely in Australia by Ansearch and powered by Ask and blinkx

-ends-

⁺ The Kelsey Group (www.kelseygroup.com): "US Local Video Forecast (2007-2012)"

^Δ Borrell Associates (www.borrellassociates.com): 2000 US Webaudit[™] report, April 2008

For more information, high resolution images, or interview with David Burden, please contact:

Margaret Fearn, Fearnace Media
m: 0402 259 064

About Ansearch

Ansearch (ASX: ANH) is a full service digital media company with a focus on breaking down the barriers between traditional and digital media to generate more leads, more customers and more sales. The Company originally provided this suite of products and services through its own search and directory websites (ansearch.com.au, ansearch.com.au/nz, anzwers.com.au) and has since extended its network and audience reach to include the distribution of advertising to third-party Australian, US and UK based search engines, websites and third party advertising networks. Via the wholly owned subsidiary Webfirm, Ansearch also offers the full spectrum of web design and development services, including search engine marketing, optimisation, hosting, marketing consultancy, e-commerce, permission-based marketing, content management tools, and domain name management. With more than 65 staff in across Melbourne, Sydney and Perth, Ansearch continues to grow a suite of products and services aimed at helping customers do better business online. More information at <http://corporate.ansearch.com>.