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New Search Engine Beats Competitors Even Before Official Launch Date

Market Wire, February, 2006

> **Masterseek**, a business to business search engine officially launching during the first half of 2006, is beating most competitors for online traffic "hits" before its final release date. By means of advanced web-crawling and data-mining technologies and a server park sponsored by Hewlett-Packard, business professionals visiting the beta-website www.masterseek.com are able to search a database of more than 22 million companies worldwide.

According to Robert Perz, CTO, the vast amount of indexed companies and depth of information to be found in the Masterseek search results has caused a dramatic increase in visitor numbers peaking with Alexa Traffic Rank of 30,000 in January 2006. "The results we are seeing now are far better than we have hoped for at this point. If this continues we will be in the fortunate position of having a very high volume of relevant traffic to offer our paid search advertisers right from the start," *Mr. Perz comments.*

If a new research report by Piper Jaffray one of the world's leading investment analyst firms, proves right, the Masterseek launch will come at just the right time as paid search is expected to grow by 41% in 2006 from an estimated \$10 billion globally in 2005 according to the report.

"We seem to have timed our launch perfectly and believe we will be able to take advantage of the general growth that paid search is now experiencing. Our advertising packages will be very flexible and because of our initial traffic volume we can offer prices that are substantially lower than our competitors," *says Mr. Perz.*

"Google, Yahoo! and the other major search engines have proven that online advertising can produce measurable results for advertisers and we will follow their lead in the B2B-market."

The ambitious search project aims to include 90% of all the companies existing in the world whether they are small, medium or large in its search results within 2 years and will launch simultaneously in 23 languages.

You can read about Masterseek at www.masterseek.com.

Piper Jaffray report: <http://www.piperjaffray.com/popup.aspx?id=507&releaseid=477104>