



PERFECT MARKET ANNOUNCES SNAP ANYWHERE™
*Free services provide website owners with comprehensive search
and site preview capabilities*

PASADENA, CA – November 14, 2006 – Perfect Market Technologies, Inc., operator of Snap.com, today announced the immediate availability of Snap Anywhere™, a free set of services that deliver cutting-edge site preview and search capabilities to website owners, bloggers and web publishers looking to deliver a more informative and “sticky” user experience. Building on Snap.com’s innovative, visual approach to presenting web search results, the Snap Anywhere offering is comprised of two services – Snap Preview Anywhere™ and Snap Search Anywhere™.

Much like the Snap.com web search engine, Snap Preview Anywhere allows anyone visiting an enabled site to get an immediate glimpse of hyperlinked pages, without having to navigate away from the current page. Snap Search Anywhere gives visitors the ability to perform a Snap.com web search directly from an enabled page. Both offerings provide content publishers with a quick, easy and free way to retain site visitors while offering a much richer user experience.

Snap Anywhere Services:

- **Snap Preview Anywhere**
By rolling over any link on a site that contains the Snap Preview Anywhere code, users instantly see a floating window with a visual preview of the corresponding webpage. This allows users to quickly decide if a site is worth visiting before actually clicking on the link.
- **Snap Search Anywhere**
Snap Search Anywhere gives a site’s visitors the ability to quickly perform a Snap.com search directly from an enabled page. With Snap Search Anywhere, users will have visual previews of what they’re searching for, fast keyboard navigation of results and a welcome alternative to the page of links they’d get from other search engines.

Snap Anywhere gives website owners, bloggers and web publishers the ability to leverage Snap.com’s award-winning visual search technology and massive library of webpage images for use on their own sites. Implementing Snap Anywhere is quick and easy. Users simply navigate to <http://www.snap.com>, click on the Partners/Advertisers link, select Snap Preview Anywhere or Snap Search Anywhere (or both), put the code on their site and Snap takes care of the rest – automatically.

Snap.com is a web search engine that, with its visual approach to search and intuitive user interface, provides users with a unique and more efficient way to view and interact with search results. Snap.com also delivers to businesses a more cost-effective

advertising model that aligns search relevance with advertiser goals while also protecting them from click fraud.

"We've received an overwhelmingly positive response from Snap.com users who believe that Snap's visual previews enhance their search experience," said Tom McGovern, CEO of Perfect Market Technologies. "With Snap Preview Anywhere, we're excited to give content publishers of all kinds an easy and free way to employ the same technology that powers Snap.com for use on their own sites, making them more engaging and increasing their stickiness."

About Snap.com

Snap.com is a web search engine that, with its visual approach to search and intuitive user interface, provides users with a unique and more efficient way to view and interact with search results. Snap.com also delivers to businesses a more cost-effective advertising model that aligns search relevance with advertiser goals while also protecting them from click fraud. Snap.com was recently chosen as one of *TIME* magazine's 50 Coolest Websites of 2006 and, according to Hitwise, was one of the fastest growing websites for the month of September 2006.

About Perfect Market Technologies

Perfect Market Technologies, Inc., operator of Snap.com, is dedicated to getting users to results they really want faster. Snap.com delivers superior relevance and visual, rich and interactive search results to broadband users, and offers risk-free, flexible Cost-Per-Action advertising with unmatched ROI to advertisers. Perfect Market is a network company of Idealab, a creator and operator of technology businesses, with additional funding from Mayfield Fund. Snap.com builds on Idealab's achievements in the search industry, including its creation of the paid search model through its former network company Overture Services, which was acquired by Yahoo! in 2003. Perfect Market Technologies is based in Pasadena, CA.

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