

FOR IMMEDIATE RELEASE



SNAP.COM ANNOUNCES THE CO₂ SAVER TOOLBAR

Free, lightweight application allows computer users to quickly and easily start saving electricity when away from their computers – up to 95%

PASADENA, CA – April 21, 2007 – Perfect Market Technologies, Inc., operator of Snap.com, today announced the immediate availability of the CO₂ Saver toolbar. Available as a free download from <http://co2saver.org/>, this lightweight application allows computer users to quickly and easily start saving electricity when away from their computers – up to 95%. CO₂ Saver resides on the desktop and immediately adjusts user's Windows Power Management settings to reduce their computer's energy use when idle, saving energy and decreasing the demand on their power utility.

The CO₂ Saver toolbar calculates the amount of energy it saves, converts it to prevented emissions from power plants, and displays the amount of CO₂ a user has saved – as well as all other CO₂ Saver users combined. Users have the added flexibility of adjusting the level of power management at any time and can position the toolbar anywhere on the desktop. CO₂ Saver also makes it easier and more convenient for users to search the Web using their favorite search engine simply by typing keywords into the toolbar's search box.

“With the CO₂ Toolbar, we've made it easy for computer users to significantly reduce – and track – their computer's energy consumption helping the environment,” said Tom McGovern, CEO of Perfect Market. “Every little bit helps and from download to installation, it takes only a matter of seconds for users to install the software and start reducing the amount of energy their computer uses.”

Also available today, CO₂ Saver Partner Edition is completely free to organizations and allows them to custom brand and distribute to their members a toolbar with their logo, a link to their web site and a running total of their group's cumulative CO₂ savings.

“Earth 911 is pleased to be able to partner with Snap.com and Perfect Market Technologies in helping to provide the CO₂ Saver toolbar to its users,” said Mark Rappaport, program manager, Earth 911. “As the pre-eminent environmental web site, CO₂ Saver is completely in line with Earth 911's mission to provide information to the Earth's citizens enabling them to take action to help protect the environment. CO₂ Saver really allows people to do something to make a change. Not just talk about it.”

Earth 911 operates Earth911.org and the national recycling hotline 1-800-CLEANUP. Earth 911 provides a zip code based system that provides location specific information to users on where to recycle everything from paper and aluminum cans to fluorescent light bulbs and used motor oil.

For more information on how organizations can create and deploy their own free CO₂ Saver toolbar, please send email to CO2saver@snap.com

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.

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. The company's Snap Shots service is a new Internet platform that delivers highly relevant content to users at the time it's most useful, across a network of more than a million Internet sites. 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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