



PERFECT MARKET TECHNOLOGIES APPOINTS RISHAD TOBACOWALA TO BOARD OF DIRECTORS

Marketing and strategy guru joins board of Snap.com's parent

PASADENA, CA – September 13, 2006 – Perfect Market Technologies, Inc., operator of Snap.com, today announced it has appointed Rishad Tobaccowala to the company's Board of Directors. As a marketing and strategy executive who has worked with a wide spectrum of clients and companies during his more than 25 year career, Mr. Tobaccowala brings valuable experience to Perfect Market as the company continues marketing and development initiatives for Snap.com, the company's web search application that provides users with an entirely new and more efficient way to view and interact with search results. Snap.com also delivers businesses a more cost-effective advertising model that aligns search relevance with advertiser goals while also protecting them from click fraud.

Earlier this year, Mr. Tobaccowala was tapped to lead Denuo, Publicis Groupe's new futures practice formed to respond to trends in digital, interactive and evolving traditional marketing disciplines. He also simultaneously serves as Chief Innovation Officer of Publicis Groupe Media, a management board that oversees two of the world's largest media companies: Starcom MediaVest Group and Zenith Optimedia. Prior to these roles, he founded and ran SMG Next, the first and most comprehensive futures practice in the media industry, plus he was the co-founder of SMG IP, an award winning digital and interactive communications agency.

"I am very excited to be involved with Snap.com, a company with a bold idea on how to rethink and improve upon search for users and advertisers," said Mr. Tobaccowala. "I look forward to collaborating with a group of individuals that has been so instrumental in shaping the search industry in the past. I believe Snap.com has the potential to significantly change the industry once again."

"Snap.com will benefit from Rishad's vision and vast media experience to enhance Snap.com for users as well as increase the value we deliver to Web advertisers and publishers," said Tom McGovern, CEO of Perfect Market. "We welcome his ideas and look forward to leveraging his insights to make Snap.com better for the millions of people who use the site."

Over the course of his career, Mr. Tobaccowala has worked with many marketers including Network Solutions, Sun Microsystems, Allstate, Kellogg, Miller Brewing, United Airlines, Maytag, Procter & Gamble and General Motors. His other experiences include serving as founder and director of Leo Burnett's Interactive Media Group, director of direct marketing, as well as nearly a decade in account service roles on a range of clients from Heinz to Procter & Gamble. He also serves on the advisory boards of many

companies and serves on the Board of Directors of Revenue Science. He was named by Business Week as one of the top business leaders in 2005 and Time magazine once dubbed him one of five "Marketing Innovators." He is also in Advertising Age's Interactive Hall of Fame and was selected as Adweek's 2000 Media All-Star for Interactive Media.

Tobaccowala is an actively involved participant in many industry forums including the Interactive Advertising Bureau and Online Publishers Association. He has been profiled in many publications including the Wall Street Journal, The New York Times and Time Magazine.

About Snap.com

Snap.com is a service of Perfect Market Technologies, Inc., and 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. Snap.com was recently chosen as one of Time Magazine's 50 Coolest Websites of 2006. 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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