



## **SNAP.COM ANNOUNCES THE SNAP PREVIEW ANYWHERE EXTREME MAKEOVER CONTEST**

*Contest to Award up to \$2,500 for the Best Ideas on  
Improving the Snap Preview Anywhere Service*

**PASADENA, CA – February 27, 2007** – Perfect Market Technologies, Inc., operator of Snap.com, today announced the launch of the Snap Preview Anywhere Extreme Makeover Contest. Snap Preview Anywhere is the company's free service that delivers instant site previews to websites and has seen rapid adoption, serving more than 270 million previews on more than 700,000 websites. Starting today, users can submit their ideas on how they'd improve the Snap Preview Anywhere service and, in the process, have the opportunity to win up to \$2,500.

To participate in the contest, entrants must post Snap Preview Anywhere product development ideas, descriptions, and supporting materials on the Snap Contest Site at <http://contest.snap.com>. One first place winner will be chosen and will receive \$2,500, one second place winner \$1,000 and one third place winner will be awarded \$500. Submissions to the Snap Preview Anywhere contest will be accepted until March 15th, 2007.

"We've received a tremendous amount of feedback from Snap Preview Anywhere users in the three short months that it's been publicly available," said Tom McGovern, CEO of Perfect Market Technologies. "We're committed to continuing to grow and improve the Snap Preview Anywhere service and are excited to see the suggestions and feedback from the community. We look forward to incorporating the best ideas to help make the service more useful, more interesting and more fun for the millions of people who use it every day."

Even participants who don't have their own ideas can get in on the action. An additional two \$500 cash prizes will be awarded to individuals just for making interesting, insightful comments about other people's ideas. Comments on all entries can be made on the contest site as well.

Sites that have implemented Snap Preview Anywhere functionality include: <http://www.techcrunch.com>, <http://www.dexly.com>, <http://joi.ito.com/>, <http://mobilecrunch.com> and <http://lafd.blogspot.com>. Site owners from more than 60 countries have signed up to use the service. Additional details about Snap Preview Anywhere can be found at <http://www.snap.com/about/spa1B.php>

### **About Snap Preview Anywhere**

Snap Preview 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. 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.

### **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. 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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