



SNAP PREVIEW ANYWHERE SERVICE NOW AVAILABLE IN 7 ADDITIONAL LANGUAGES

Free Service for Displaying Web Previews Now Available in English, Chinese (simplified and traditional), Spanish, Portuguese, French, Japanese, German and Korean

PASADENA, CA – March 28, 2007 – Perfect Market Technologies, Inc., operator of Snap.com, today announced that Snap Preview Anywhere, the Internet's fastest-growing website enhancement service, is now immediately available at no cost in 8 languages, including English, Chinese (simplified and traditional), Spanish, Portuguese, French, Japanese, German, and Korean.

The free Snap Preview Anywhere service gives website owners, bloggers and 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.

"Snap Preview Anywhere has, from the beginning, received a strong international interest even though we only offered an English version of the service," said Tom McGovern, CEO of Perfect Market. "We're excited to provide support for Snap Preview Anywhere in these additional languages, thereby, opening the service up to more users around the world."

Since its introduction in November, Snap Preview Anywhere has seen rapid adoption, serving more than 500 million previews on more than 700,000 websites, and continues to grow exponentially every day. More information about Snap Preview Anywhere can be found at: <http://www.snap.com/about/spa.php>

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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