



## **SNAP.COM CHOSEN AS ONE OF TIME MAGAZINE'S 50 COOLEST WEBSITES OF 2006**

*Snap.com's Visual Search Results Make it a "Must-Click" Website*

**PASADENA, CA – August 14, 2006** – Perfect Market Technologies, Inc. today announced that Snap.com has been selected by *TIME* magazine as a must-click website for its annual survey of the 50 Coolest Websites of 2006. The Snap.com web search application, which provides users with an entirely new and more efficient way to view and interact with search results, was among a select group of sites chosen for the list's Web Search and Services category.

According to *TIME*, this year's choices are shining examples of next-generation sites offering dynamic new ways to inform and entertain, with cutting-edge tools to create, consume, share or discuss all manner of media, from blog posts to video clips.

"How do we select our finalists? We evaluate hundreds of candidates—some suggested by readers, colleagues and friends, others discovered during countless hours of surfing. We look at content and design, purpose and execution, style and smarts," Maryanne Buechner writes on *TIME.com*.

"We're thrilled that Snap.com's unique, visual approach to Web search caught *TIME's* editors' eye," said Tom McGovern, CEO of Snap.com. "Millions of users have come to rely on Snap.com's improved search experience for their quest for information on the Web and we're honored to be included in this year's list."

The new Snap.com web application presents search results in two columns – the left side lists a familiar text summary of each site and the right side displays the actual web page corresponding to each entry. The user can simply scroll through the list using the up and down arrow keys – much like surfing the channels of a television – to immediately see each search result. Users can then directly interact with the sites returned in the search results list without ever needing to leave the search engine. The impact is to dramatically reduce the back-and-forth hunt for the desired content.

*TIME's* 50 Coolest Websites including links to the sites are on *TIME.com*.

### **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. 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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