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SNAP.COM AND XANGA TEAM UP TO DELIVER INSTANT WEB PREVIEWS

Xanga's 30 Million Members now have access to instant site preview capabilities

PASADENA, CA – March 5, 2007 – Perfect Market Technologies, Inc., operator of Snap.com, today announced that Snap Preview Anywhere, the fastest-growing website enhancement service that delivers instant site previews, is now immediately available to all members of the Xanga.com weblog community. With Snap Preview Anywhere, visitors to a Xanga weblog now have access to instant previews of linked sites, adding to Xanga's already highly-customizable, user-generated community.

"Our users have really embraced Snap Previews." said Bob Hiler, VP of Advertising at Xanga.com. "The response has been tremendous - less than 0.1% of our millions of users have opted-out of having Snap Previews on their Xanga sites."

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.

Since its introduction in November, Snap Preview Anywhere has seen rapid adoption, serving more than 350 million previews on more than 700,000 websites, and continues to grow exponentially every day.

"We're thrilled that Xanga has chosen to provide their users with the visual benefits of Snap Preview Anywhere," said Tom McGovern, CEO of Perfect Market. "We hear from many users daily who have become completely dependent on being able to roll over links to see site previews, adding another dimension to the web browsing experience."

Additionally, in recent weeks, Snap.com has implemented enhancements to the Snap Preview Anywhere service that are a direct result of the feedback the company has received from its growing community of users. These updates include tools to indicate whether a link is Snap Preview Anywhere enabled or not, the ability for site owners to customize a preview bubble with their own logo and colors, and even options that allow users to opt-in to Snap Preview Anywhere.

Snap.com is committed to making Snap Preview Anywhere a useful feature for both the site owner and end user. To that end, Snap has launched the Snap Preview Anywhere Extreme Makeover Contest where 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. More information about the contest can be found at <http://contest.snap.com>.

Implementing Snap Preview Anywhere is quick and easy as well. Publishers simply navigate to <http://www.snap.com/about/spa1B.php>, put the code on their site and Snap takes care of the rest – automatically.

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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