



SNAP.COM INTRODUCES RISK-FREE, COST-PER-ACTION SEARCH ADVERTISING

First search engine to go beyond Pay-Per-Click
to achieve true pay-for-performance search advertising

New York, NY (Search Engines Strategies Conference) – February 28, 2005 – Snap (www.snap.com), a next-generation search engine for broadband users, today launched an innovative service that allows advertisers to pay not only for clicks, but for desired business results, including sales, downloads, leads, subscriptions, or any action important to the advertiser. Snap's Cost-Per-Action ("CPA") opportunities go beyond the Pay-Per-Click advertising offered by other search engines because advertisers are guaranteed that every marketing dollar will yield a firm and productive ROI.

Snap's Cost-Per-Action advertising also provides advertisers protection against click fraud, now rampant in the search marketplace. With traditional Pay-Per-Click, advertisers pay the search engine whether or not a click leads to revenue. With Snap's CPA system, advertisers pay only when a customer completes an action tied to precise revenue, eliminating this risk. Furthermore, because Snap does not syndicate its results to third parties, advertisers have added confidence that they will receive high-quality traffic.

"Online advertisers are being 'clicked-and-dimed' to death through risky CPC advertising," said Tom McGovern, Snap's CEO. "Snap is the first paid search vehicle where the interests of the search engine and advertisers are aligned to maximize the return on advertising dollars."

In a further advance over existing search sites, Snap offers advertisers rich interactive listings that bring a brand to life, in contrast to the bland listings available on other search engines. These branding opportunities, including logos, product images, and longer descriptions, allow users to select the most relevant listings faster. Listings may also contain interactive forms that enable deep-linking into advertiser sites, minimizing abandonment and saving users clicks and time.

In addition to breaking new ground in search advertising, Snap.com is building a loyal base of savvy broadband internet users through a unique search experience that gets them to satisfaction faster. Snap offers a rich set of features that enable better viewing and mining of search results. Snap's innovative ranking scheme combines the best algorithmic search results with human click-stream data to create "behavioral ranking," where statistics of past user actions influence the order of search results. Sites that have delivered higher relevance to prior searchers, in the form of valued content or completed transactions, are raised in the rankings compared to less relevant sites. Snap combines sponsored and organic (algorithmic) results, giving users a single, unified list of highly relevant results. Users have better control because paid listings are clearly marked and

because users don't have to scan two or three separate lists to decide what's relevant. Snap's ranking does all the work.

Interested advertisers can sign up online at www.snap.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 in half the time. Snap delivers superior relevance and rich interactive listings to broadband users, and offers risk-free, flexible CPA advertising with unmatched ROI to advertisers. Perfect Market is a network company of Idealab, a creator and operator of technology businesses. Snap 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, California.

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