

Media Release:

AdFeedEngine launches significant new revenue opportunity for Searchworld

15th April 2009

Ansearch Limited (ASX: ANH) today announced that the launch of its new proprietary search advertising system, the AdFeedEngine, which is demonstrating a significantly new and ongoing revenue opportunity for its Searchworld division.

Trials of the new system, which measures and controls the volume, quality and source of incoming traffic received by advertising distribution partners, have generated increasing and record traffic quality scores resulting in higher than expected revenue being generated from search traffic.

The company's Searchworld division has fully developed the AdFeedEngine to cater to advertisers and publishers partner's demands for higher quality search advertising results.

AdFeedEngine is fully integrated with Click Forensics technology - the industry leader in scoring, auditing and improving traffic quality for the online advertising community – to continuously identify and filter sources of click fraud and low converting bad traffic for advertisers.

Click Forensics uses patent-pending heuristics to measure and score traffic quality in a similar way a consumer credit bureau calculates credit scores for individuals. The best and worst scores are flagged so advertisers, publishers and ad networks can select the quality of traffic they want in order to improve the overall performance of online campaigns.

“Search advertising is the most measurable form of marketing there is, but not all paid clicks are equally valuable,” said Steve O'Brien, vp marketing and sales for Click Forensics, Inc. “We're proud that Searchworld selected Click Forensics' traffic quality management solution to maximize results for the advertisers and publishers throughout their worldwide network.”

Ansearch CEO David Burden said: “Recently, leading search advertising companies have been re-defining their business objectives and criteria for desired click traffic and are now demanding higher quality search results from all partners in all major geographic markets including the United States, Europe and Australia.

“In response to the demands of the leading search advertising companies, Searchworld has developed the AdFeedEngine.

“It serves targeted outbound advertising feeds to our network of publishers based on their quality of click traffic while also controlling the relevance of inbound click traffic delivered to our search advertising supplier partners and their respective advertiser clients.

“AdFeedEngine's unique technology provides Searchworld a new competitive edge and also enhances Searchworld's revenues by ensuring only the highest quality click traffic is delivered to our advertising partners.”

The first phase of the AdFeedEngine platform was introduced into the Searchworld network during March and has demonstrated excellent results.

Mr Burden said the AdFeedEngine would be further developed and enhanced over the coming months to consolidate a technology platform that will be unique to Searchworld, it's official launch will be at Ad:Tech in San Francisco next week.

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Note to editors: background on AdFeedEngine and its Searchworld trial follow.

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Background on AdFeedEngine

Ansearch Limited's Searchworld division completed initial paid trials of provision of search advertising feeds to publisher networks primarily located in the United States in the December 2008/January 2009 period.

This involved a two-step process:

- a) Entering into commercial agreements with upstream advertising networks in the United States who provide search advertising; and
- b) Signing up an association of downstream publisher networks who generate search queries and clicks on sponsored search advertisements ('click traffic') from their users.

The volume of search advertising queries generated during the trial exceeded expectations and drove higher than expected revenues to Ansearch during the period, demonstrating a significant ongoing revenue opportunity for the Company.

Following the trial, and in response to the new demands of the leading search advertising companies, Searchworld progressed the development of a proprietary system – the AdFeedEngine – for measuring and controlling the volume and quality of click traffic received from publisher networks and provided to the advertising networks.

The objective of the new AdFeedEngine is two-fold:

- 1) To provide a competitive edge for Searchworld via the provision of a unique owned and operated technology, and;
- 2) To enhance Searchworld division revenues by ensuring a steady stream of only the highest quality click traffic is delivered to advertising partners.

The AdFeedEngine will achieve this through its two main aims of:

- a) Serving targeted outbound advertising feeds to Searchworld publishers based on their quality of click traffic, and;
- b) Controlling the quality of inbound click traffic delivered to our search advertising supplier partners (and their respective advertiser clients).

The first phase of the AdFeedEngine platform was introduced into the Searchworld network during March and has demonstrated excellent results to date. The AdFeedEngine will be further developed and enhanced over the coming months at which point Searchworld believes the technology platform will be unique in the industry, delivering Searchworld a competitive edge that will lead to significant and likely ongoing revenue growth.

About Searchworld

Searchworld is a wholly-owned division of Ansearch Limited. Searchworld powers publishers' profits with premium quality search monetisation solutions delivered by its proprietary AdFeedEngine advertising system. Searchworld delivers effective global and local organic and paid search ads to search engines, portals, directory publishers, parked domains, downloadable applications and ad networks. Working with market leaders in web, image and video search, Searchworld also owns and operates a network of search engines that are used by premium global advertising partners in all major geographic markets.

About Ansearch

Ansearch Limited (ASX: ANH) is a full service digital media company with three divisions: Searchworld

powers publishers' profits with premium quality search monetisation solutions, delivering effective global and local organic and paid search solutions to search engines, portals, directory publishers, parked domains, downloadable applications and ad networks. . Ansearch Media distributes advertising to third-party Australian, US and UK-based search engines, websites and third party advertising networks. Webfirm offers the full spectrum of web design and development services, including search engine marketing, optimisation, hosting, marketing consultancy, e-commerce, permission-based marketing, content management tools, and domain name management. With more than 60 staff across Melbourne, Sydney, Perth and in the United States of America, Ansearch continues to develop products and services aimed at helping its customers do better business on the Internet. More information at <http://corporate.ansearch.com>