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Manager of Company Announcements
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ANSEARCH'S ONLINE MEDIA ADVERTISING NETWORK *soush* HAS TRIPLED IN SIZE IN ONE AND HALF MONTHS

Ansearch Limited (ASX: **ANH**) is pleased to advise that its wholly owned subsidiary **soush** has tripled the size of its publisher network since January this year. The growth includes three new online publishers - Hi5.com, OurBrisbane.com and the Mamma.com network as well as the previously announced Hotel.com.au, Needtoescape.com.au, Bebo.com and Photobucket.com premium publishers; all of whom will now source their Australian and New Zealand advertising through the Ansearch Group.

Combined, these seven new publishers represent 107.5 million page views per month (*Nielsen NetRatings: Australia, Jan 2006.*) When added to the January number of total page views per month in **soush**'s network, estimated to be approximately 50 million per month, the result is a network of publishers offering advertisers access to over 157 million page views per month.

"**soush** is clearly the fastest growing online media network in Australia and one of the largest" said Dean Jones, CEO of Ansearch Ltd.

Each page view delivers on average 2 to 3 advertisement units per page, equating to as many as 471 million advertisements served per month generating revenue for publishers and **soush**. Put simply, as **soush** increases the number of advertisements served by its network each month, growth in revenue will substantially increase.

All **soush** publisher clients benefit from the Google AFC ('AdSense For Content') agreement established with **soush** in February 2006, as **soush** is able to monetise up to 100% of all available advertising space on a publishers website.

"We are delivering highly relevant advertising in ever increasing volumes across the **soush** network, which will result in substantially increased revenues for both publishers and the Ansearch Group. Publishers clearly see the value of our offer." said Mr. Dean Jones CEO of Ansearch Ltd.



About Ansearch Limited (ASX: ANH):

Ansearch Limited is a search engine and online media company which generates revenue by:

- driving web traffic to customers' sites through its search and directory business **Ansearch.com.au**;
- by connecting advertisers with premium publishers (web sites) in its online advertising business **soush**, and;
- by engineering business solutions which increase revenue from customers' web pages in its business solutions business, **Factory**.

The Ansearch business model supports the 3 critical areas for the development of an effective web presence for businesses, namely:

1. Search Solutions (Audience Acquisition) - driving users and potential customers to a website;
2. Media Solutions (Audience Commercialization) - generating revenue from the websites users; and,
3. Business Solutions (Audience Optimisation) - development of a more effective, enticing and efficient web presence.

Through this business model Ansearch Ltd adds value to its customers businesses, primarily through the generation of increased online advertising revenue, which drives revenue growth for Ansearch Ltd and all its subsidiaries.

Please visit <http://www.ansearchltd.com> for more details.

Yours Sincerely

A handwritten signature in black ink, appearing to read "Stephen Munday", written over a horizontal line.

Stephen Munday
Company Secretary

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