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MEDIA RELEASE

searchworld signs 40 new partners

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Ansearch Limited (ASX: ANH) today announced its searchworld division – Australia's largest independent search advertising network – had secured 40 new search advertising distribution partners, including a number of US-based search engines and major parked domain portfolio partners.

The news comes after just six weeks of commencing the global roll out of operations and encompasses searchworld's operations in Australia and North America.

searchworld global head of search Josh Edis said: "Within two months, we have developed capacity to monetise 20-30 million search queries each day with pay-per-click search advertising. searchworld is tasked to build a foundation of high profile and highly organic downstream advertising distribution partners. This foundation will not only bring stability to the revenue, but fuel consistent revenue growth across multiple markets.

"To accommodate this network growth and exciting demand for our products, we are adding new highly qualified staff in the US, under the leadership of Ben Hillegeist."

Mr Edis added searchworld had engaged Click Forensics, an industry leader in scoring, auditing, and improving internet traffic quality for the online advertising community. Through the use of Click Forensics for Ad Networks technology, searchworld will be able to measure traffic quality it receives from its downstream publishers whilst controlling the traffic quality provided to advertisers.

Ansearch CEO David Burden said: "It's very pleasing to see searchworld's revenue grow ahead of budget, even more so that our US division will be revenue positive in its first month of operation.

"Josh, Ben and the team have made a solid start. We expect further quality partners to sign in the next few weeks and anticipate searchworld's second quarter of financial year 2009 will be even stronger."

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Note to editors: background on searchworld and Ansearch follows over the page.

About searchworld

Ansearch unveiled searchworld in September, 2008, creating an alternative advertising solution to the major search engines, an initiative that is poised to expand international growth opportunities for its owned and operated search engines as well as advertisers, publishers and business partners.

A wholly-owned Ansearch subsidiary, searchworld provides advertisers with access to a potential market of billions of search queries per month. searchworld provides Australian, US and other international publishers and advertisers with an auction-based marketplace for 'cost-per-click' (CPC) text advertising solutions, catering to the seemingly insatiable demand for search advertising.

searchworld will soon announce a product for small-to-medium sized businesses to enable them to advertise to a global audience while also generating ad revenues from their international website traffic.

About Ansearch

Ansearch Limited (ASX: ANH) is a full service digital media company with a focus on breaking down the barriers between traditional and digital media to generate more leads, more customers and more sales. The Company originally provided this suite of products and services through its own search and directory websites (ansearch.com.au/.com/.nz/.uk, answers.com.au) and has since extended its network and audience reach to include the distribution of advertising to third-party Australian, US and UK based search engines, websites and third party advertising networks. Via the wholly owned subsidiary Webfirm, Ansearch also 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 70 staff across Melbourne, Sydney, Perth, and in the United States of America, Ansearch continues to grow a suite of products and services aimed at helping customers do better business online. More information at <http://corporate.ansearch.com>.