

Media Release

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MATCHPOINT NAMED “MOST ADVERTISER-FRIENDLY SEARCH ENGINE” AT SEARCH ENGINE STRATEGIES CONFERENCE

Matchpoint recognized by peers at search industry's premier conference

MOUNTAIN VIEW, CA – 2 September 2008 – Matchpoint, a local search service that connects people and businesses, was named today as the SES Awards’ “Most Advertiser-friendly Search Engine” at the Search Engine Strategies 08 conference held in San Jose, California last week.

Judged by a panel of over 30 industry experts, the SES Awards honors outstanding search marketers in 15 categories. Applicants were measured in four key areas:

- * Innovation in methodology and execution
- * Achieving success goals
- * Excellence in tactical execution
- * Overall approach and category relevance

“The ‘Most Advertiser-friendly Search Engine’ is a highly competitive category,” said Kevin Ryan, vice president, global content director for Search Engine Strategies and Search Engine Watch. “Once the finalists were determined by the SES and SEW editorial teams, our panel of industry peers evaluated the submissions and voted on the winners. Congratulations to Matchpoint for its accomplishment.”

After the field was narrowed, Matchpoint was chosen over two other finalists. Search Engine Strategies & Search Engine Watch hosted the inaugural SES Awards program to commemorate the 10-year anniversary of the conference. The mission of the SES Awards is to inspire innovation and encourage new ideas.

“Being advertiser-friendly is a natural outcome of our mission to provide a simple consumer experience and deliver the type of local advertising product—clicks, calls or leads—to businesses that work with the way their business works,” said Matchpoint president Peter Adams. “We are honored to receive this award.”

About Matchpoint

Matchpoint is a local search engine that helps people find and connect with businesses in over 3,000 service categories. Matchpoint goes one step beyond other search engines and directories by providing its users with a simple and private way to contact multiple businesses and request more information, quotes, offers, or proposals. Launched in 2007 and privately held, Matchpoint is headquartered in Mountain View, California. More information is at www.matchpoint.com.

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