



## **PRESS RELEASE**

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*For Immediate Release*

## Search Initiatives, LLC Delivers on Local Search & eCommerce capabilities to community newspapers

NASHUA, October 5, 2006 – Led by former executives from the world of search consulting and newspaper prepress system vendors, Search Initiatives, LLC has launched its second-generation Local Search offering at [www.NashuaTelegraph.com](http://www.NashuaTelegraph.com). The hosted search services provide results from [NashuaTelegraph.com](http://www.NashuaTelegraph.com)'s main news, archives, classifieds and special sections. Search queries produce results pages with 3-4 highly relevant results from each data source. The newspaper is able to tune the look and feel of the results pages. The appeal of this kind of user-friendly search leads to visitor retention, deeper/longer sessions and greater value to the advertisers.

[Search Initiatives](#) is also announcing the launch of its **Local Marketplace**, a service enabling publishers to quickly offer quality local search, text and coupon ads on an impression basis. The service provides publishers a way to improve their advertisers' ROI by providing branding and a call-to-action text or coupon ad that can be built, previewed, published and improved in real time by the advertiser. The service also includes a fully functional listings marketplace and ties in with Click-and-Call services which any small business can use whether they are on the Web or not.

According to Ernesto Burden, New Media Manager at The Telegraph, ([www.nashuatelegraph.com](http://www.nashuatelegraph.com)), "We see the ability to serve contextually relevant cross-platform search results, from both editorial and advertising content, as an essential part of our site navigation, as well as a key strategic tool to enable local newspapers to capitalize on one element non-newspaper Web competitors simply can't own – the immense volume of highly accurate local data we have in our various newsroom databases, advertiser files and Web sites. When we can begin to tag and combine this data in meaningful, easy to use ways, we will be an unparalleled online utility for everyone from a local homebuyer to a parent, a taxpayer and everyone else with an interest in his community. Tools like this help us to begin to realize this goal."

Search Initiatives allows group and small newspaper publishers to tailor their local search offering to their market content and ecommerce needs. Search Initiatives has created a roadmap for the continued success of advertiser and consumer alike using simple text ads, coupons and the telephone to marry buyer and seller together successfully. The advertiser, site visitor and newspaper get world-class services on a locally trusted site with a variety of flexible advertising and business models that work for all the site's stakeholders.

Search Initiatives ([www.SearchInitiatives.com](http://www.SearchInitiatives.com)) is a worldwide leader in advancing online advertising through local search. Large and small publishers alike prefer the company because it uniquely combines an extensive set of easily deployed, self-service advertising solutions. Our advertising tools enable real time refinement of ad messaging and coupons. Simple text ads or coupons when complemented by our on line phone connections using our Click-and-Call platform allow buyers to sellers to meet in store on the phone. Search Initiatives strives to help local advertisers and newspapers bridge the relationship with today's savvy, Internet aware consumer.

NashuaTelegraph.com is the award-winning Web presence of The Telegraph, a daily newspaper in Nashua, N.H. and frequent Newspaper of the Year winner, as judged by a variety of regional newspaper associations.

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