



PRESS RELEASE

Search Initiatives
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For Immediate Release

www.NewHampshire.com launches new design and deploys local search with Search Initiatives, LLC

Nashua, NH, USA, 10/04/06 --- Local search and advertising is emerging as the new frontier in the online economy. Most advertising dollars are spent locally and, while national advertisers have driven the success of search giants like Yahoo and Google, tapping the local online search market is still more off line, than on.

www.NewHampshire.com, New Hampshire's Homepage, recently launched a redesigned site featuring improved search capabilities with the help of Search Initiatives. The site has hundreds of pages of information and listings about Granite State news, entertainment, recreation and businesses. Site Director, Katie McQuaid wanted to make sure visitors could easily sort through all this information to find exactly what they were looking for.

“When Search Initiatives demonstrated how their search tools could improve the visitor experience on NewHampshire.com, and help us increase revenue, we were excited to enter this partnership,” said Katie McQuaid, NewHampshire.com’s Director.

NewHampshire.com's Business Directory is an important source of site revenue. Search Initiatives' programmers worked closely with Operations Manager Sarah Neveu to make sure her advertising clients received maximum exposure throughout the site's new search tool and search results.

“While planning the redesign of NewHampshire.com, we often discussed the need to improve the search capabilities on the site. If visitors can't find what they're looking for, they'll move on. Search Initiatives' solution was just what we were looking for,” Neveu said.

Tim Judd CEO of Search Initiatives noted that. “Despite the keen competition between Google and Yahoo! no one yet really owns the local category. We were very pleased to work with NewHampshire.com to pull this initiative together and help them claim that space, starting first with good, quality search. Finding local content online has always been problematic, the NewHampshire.com folks have great content and advertisers...we simply made it much easier to find both. Users can do structured searches through different categories or simply enter a natural language query as they might on a search engine. We do the rest. We match the site's event calendar, local content and business listings with the site visitor's interests.

Search Initiatives (www.SearchInitiatives.com) is a leader in local search. The company is preferred by large and small publishers alike because it uniquely combines an extensive set of easily deployed, hosted self-service advertising solutions and first rate local search capabilities. Search Initiatives helps local advertisers and online publishers generate new customers and new revenue online through local search and ecommerce initiatives.

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