



## **PRESS RELEASE**

Search Initiatives, Inc.  
29 Technology Way  
Nashua, NH 03060  
USA

603 821-1572 *phone*  
603 821-1611 *fax*  
info@searchinitiatives.com *email*  
www.searchinitiatives.com *web*

*For Immediate Release*

## **Another ally to help newspapers attract advertisers & consumers to their Web sites**

Nashua, NH, USA, 3/1/06 — Contraco USA, LLC has formed a new company, Search Initiatives, Inc., with offices in Nashua, NH. Search Initiatives will expand its development efforts and support early stage marketing and sales activities in the newspaper marketplace to help papers better reach small market enterprises, retailers and service advertisers.

### **Parent Company**

Contraco has extensive experience in crawling, indexing and contextual search, complemented by skills that support geo-local mapping, Web ad makeup, click-through ad traffic feeds and comprehensive revenue reporting systems. Revenues for Contraco USA were over \$2M in 2005, our first full year of business in the USA. For the last five years, Contraco has been a leading reseller and VAR for the FAST Enterprise Search Platform (ESP), with successful deployments in Europe and Southeast Asia. During this time, Contraco has been providing search and internet consulting and offering contextual ad services to a number of newspapers in the USA along with white label national ad feeds. Both the parent and the US company have significant Internet eCommerce experience so necessary in helping newspapers transition to newer more accountable business models. Over the last 9 months, many of these newer business models and integrated search strategies have been road tested in small to metro size daily papers.

### **Search Initiatives' Mission**

In North America, Search Initiatives will focus on the newspaper market and launch with a ribbon cutting ceremony at the NAA's NEXPO Show held in Chicago beginning April 1, 2006 (Booth #2102). By aggregating newspapers' editorial content with local and national advertising, Search Initiatives (SI) will provide relevant search results for readers and better targeting for advertisers. SI's long-term goal is to become the leading provider of hosted search solutions that are blended with pay-for-performance advertising models to generate significant new incremental ad revenue for papers.

### **Products**

The Search Initiatives Suite of solutions includes self-provisioning advertising tools utilizing the Pay-for-Performance and Pay-for-Call business models. As the newspaper market encounters opportunities with Smaller Market Enterprises (SMEs), the demand for accountable and auditable advertising campaigns will increase. Search Initiatives' solutions reinforce the sales relationship that a newspaper already has with consumers and sellers. As papers look for new revenue opportunities, one key to success lies in brokering that local sales relationship. Search Initiatives strongly believes in partnering with the newspaper to leverage those "on the street" retail relationships, backed up by the power of a newspaper's

classified call center, their trusted brand, and their combined audience reach through both the print and internet channels.

### **We reinforce the newspaper's brand**

The Search Initiatives solutions are offered on a "white label" basis, to reinforce and leverage the newspaper's brand. At the recent NAA Marketing conference, the key theme was "Newspapers are a destination, not a distraction." This NAA Advertising and Promotion program fits perfectly with the vision and mission of Search Initiatives.

### **Helping newspapers replace lost revenue**

As Tim Judd, CEO of Search Initiatives, noted at the conference: "As the Internet marketplace evolves, newspapers are still in the best position to broker local advertising. In addition, they know they need to increase their share of the emerging \$5B online local advertising and \$4B click-to-call markets. Since the readers trust the newspaper's brand, the transition from news provider to a local online marketplace is perfectly natural. Since both consumers and advertisers are demanding highly targeted advertising messages – our area of expertise – Search Initiatives products and services are well-positioned to help newspapers replace the revenue they're currently losing to online competitors."

### **About Search Initiatives**

Search Initiatives, Inc. was formed in 2006 with an extensive family of products related to contextual search, geo-local mapping, ad traffic feeds and reporting, and electronic commerce, Search Initiatives brings essential needed search and eCommerce expertise to today's financially stressed newspaper industry.

NEXPO Press Release

*For additional information:*

Jeff Rapson, VP of Business Development  
603 821-1572 phone  
603 660-1119 mobile  
jeff.rapson@searchinitiatives.com

*Search Initiatives*

Booth 2102  
NEXPO  
Chicago, IL  
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