



InfoSpace and Thomson Directories come together to display results

Elemental Communications, November 10, 2005

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Search & Directory and Mobile Company InfoSpace <http://www.infospaceinc.com> and UK local directory publisher Thomson Directories <http://www.thomsondirectories.com> has re-signed a deal to display Thomson's business listings throughout the InfoSpace network.

PR9.NET November 10, 2005 - The partnership means that Thomson Directories', Business Finder, (business listings) and WebFinder (pay-per-click advertisers), will appear throughout InfoSpace's network and its distribution channels.

WebFinder <http://www.webfinder.com> is a Pay-Per-Click (PPC) service that promotes websites on some of the top search engines in the UK including Ask Jeeves, Google and Tiscali in order to drive targeted sales to businesses. In addition, Business Finder <http://www.thomweb.co.uk> and Thomson Local <http://www.thomsonlocal.com> are online directories which contain over two million UK businesses, with priority given to advertisers.

InfoSpace will make the results from both WebFinder and Business Finder listings available on its own sites including WebFetch.com <http://www.webfetch.com> and its distribution clients.

Dominic Trigg, vice president of Search & Directory at InfoSpace Europe explains how the relationship works, "Continuing our relationship with a key directory player allows InfoSpace to offer more local services to distributors and improves the user experience of their sites. The importance of local search for businesses, both large and small, is growing exponentially and will continue to do so for some time to come. Thomson Directories are a well established and trusted brand, and as such, provides InfoSpace with means of offering our customers (distributors) an important way of connecting with their audience".

David Henry, business development manager at Thomson Directories concludes, "With our market-leading database of UK businesses and most comprehensive set of local Pay-Per-Click results we feel we are ideally placed to provide InfoSpace with well monetised local search results and a great user experience."

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About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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