



# 36 Guardian Media Group Regional Newspapers' sites to be powered by InfoSpace

Elemental Communications, July 21, 2006

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*Web and mobile search company InfoSpace to power search on 36 Guardian Media Group Regional Newspapers' (GMG Regional Newspapers) sites.*

PR9.NET July 21, 2006 - London, UK - GMG Regional Newspapers (<http://www.gmgplc.co.uk>) has become the latest blue chip media brand to sign a search deal - across 36 of its regional newspaper sites - with web and mobile search company InfoSpace (<http://www.infospaceinc.com>).

The agreement, which includes sites such as Manchester Evening News (<http://www.manchestereveningnews.co.uk>) and the Surrey Advertiser (<http://www.surreyad.co.uk>), will allow GMG Regional Newspapers' website users to query all of the major search engines in one click via InfoSpace's unique metasearch technology. Additionally, InfoSpace will provide a range of associated search applications including contextual advertising and the company's award-winning media toolbar.

Dominic Trigg, vice president at InfoSpace Web Search explains, "With InfoSpace, GMG Regional Newspapers can offer its audience the best results from the most popular search engines – Ask, Google, MSN, Yahoo! and more - all in one place. The service is private-labelled and therefore enhances the newspapers' own look and feel. In addition they will receive a search product with an excellent track record of customer support and reliability."

"We were looking for a provider that could deliver top-of-the-range search solutions with solid support to match. InfoSpace's metasearch technology creates a platform for us to generate more relevant search results for our audience, whilst driving greater revenues across all of our sites. Furthermore, the InfoSpace team has added outstanding value through its creative approach and understanding of our audience and internal objectives," explains David Benjamin, COO at GMG Regional Newspapers.

"We continue to focus our efforts on the online capabilities of traditional media brands, developing innovative new applications which enhance the user experience whilst delivering outstanding revenues. The addition of GMG Regional Newspapers is the latest success of these efforts," concludes John Thornhill, Business Development Director at InfoSpace Europe.

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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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