



InfoSpace Europe sign LSE for two year search deal

Elemental Communications, November 17, 2006

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Global financial institution The London Stock Exchange has appointed Web search company InfoSpace Europe to manage search across its Websites

PR9.NET November 17, 2006 - London, UK - The London Stock Exchange (LSE) the UK's primary exchange (<http://www.londonstockexchange.com>) has become the latest well-known institution to sign a search deal with Web search company InfoSpace Europe (<http://www.infospacesearch.co.uk>).

The two-year agreement sees The London Stock Exchange implement web search for the first time across its co.uk and com URLs. The web search will be powered by the InfoSpace Europe private labelled service which combines the best results from all the major search engines through InfoSpace's unique metasearch technology.

The London Stock Exchange can now enable its website users to search all the main engines simultaneously, including Ask.com, Google, MSN, Yahoo! and more from within their sites. This will ensure that more of their user requirements and expectations are met, thereby improving site loyalty and usage.

InfoSpace's metasearch technology which powers many of its private label search products such as the search box and search toolbar has established the company as a key player in the web search market.

"The appointment by the London Stock Exchange demonstrates the commitment by well-established organisations to offer superior web search as part of their efforts to provide a comprehensive online experience for their audience," explains Dominic Trigg, vice president at InfoSpace Europe.

"This is the first heavy weight signing in the financial sector for InfoSpace and another highly reputable and well known brand. Their sites are the first port of call for financial information and services for professionals. We therefore welcome their decision to augment their offering with our powerful web search product," adds John Thornhill, business development director at InfoSpace Europe.

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About InfoSpace Europe

InfoSpace Europe is a leader in web search products and services, and uses its technology, including metasearch, to power its branded Web sites including WebFetchPro (<http://www.webfetchpro.co.uk>) Dogpile (<http://www.dogpile.co.uk>) and WebCrawler (<http://www.webcrawler.de>) and also power its private-label online search and directory services to its distribution partners.

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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