



GenieKnows.com Gains Access to Business-Verified Listings Through Partnership with Localeze

New Local Search Engine Player Partners with Localeze to Provide Users with Enhanced Content, Offers 16 Million U.S. Business Listings

SEATTLE Wa., May 1, 2008 – Localeze, the leading expert on local search engine business content management, announced today that it has partnered with GenieKnows.com to provide over 16 million U.S. business listings including listings directly verified and enhanced by businesses to GenieKnows' local business directory search engine, GenieKnows Local. Genie Knows Local allows users to quickly pinpoint local businesses via map, and view addresses, phone numbers, reviews, references and related Web sites through a unique hybrid landing page. Alongside Google and MSN, GenieKnows Local is one of only three search engines covering all of the U.S. and Canada.

GenieKnows Local provides the ultimate combination in mapping technology and local search directories. Using its patent pending GeoRank™ algorithm, GenieKnows Local links verified business listings with potentially uncategorized web pages containing addresses. The algorithm extracts and codes the addresses, identifying the geographic coordinates with which the listings are associated.

“The volume of new and repeat visits to GenieKnows Local will be driven by our ability to bridge ready-to-buy consumers with the right local businesses online,” said John Manning, senior vice president of business development at GenieKnows. “The decision to partner with Localeze for our U.S. content was natural one; Localeze’s unparalleled data integrity, which includes enhanced and up-to-date local business listings, will undoubtedly improve the search experience for GenieKnows Local’s users.”

Localeze creates accurate, comprehensive, listing profiles on local businesses, and then uses proprietary intelligent category classification and keyword matching logic to interpret and tag the data exclusively for local search engines. In addition to GenieKnows, Localeze has distributed its enhanced database of over 16 million local business listings to a network of more than 60 local search engine publishers.

About Localeze

Localeze is the leading expert on local search engine business content management. We help businesses, marketers and distributors cash in on the 1.7 billion local searches users make every month by bringing buyers and sellers together. Businesses rely on Localeze to collect, enhance and distribute their rich information online, while local search engines trust Localeze to deliver the broadest, richest, most accurate content to their users. Localeze, a wholly owned subsidiary of TARGUSinfo, is a privately held company headquartered in Vienna, Virginia. For more information, visit www.localeze.com.

About GenieKnows

GenieKnows.com's mission is to provide a rewarding search experience that delivers users focused and useful information, while supplying advertisers with a gainful medium in which to drive targeted traffic to their websites. GenieKnows.com narrows the field of organic search results by developing niche-specific portals tailored for distinct searching communities, and also empowers a broad distribution network for advertisers by conveying meaningful, revenue-generating search results. As the world enters a dynamic new era in Internet technology and online marketing, GenieKnows.com's industry-leading search technology continues to provide innovative products and solutions to meet the ever-changing needs of the IT industry. For more information, visit www.GenieKnows.com

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