

## InfoSpace power search across 36 Guardian Media Group sites

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Agency: **Elemental Communications**



Web and mobile search company InfoSpace to power search on 36 Guardian Media Group Regional Newspapers' sites

21 July, 2006, London, UK ---- GMG Regional Newspapers ([www.gmgplc.co.uk](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 ([www.infospaceinc.com](http://www.infospaceinc.com)).

The agreement, which includes sites such as Manchester Evening News ([www.manchestereveningnews.co.uk](http://www.manchestereveningnews.co.uk)) and the Surrey Advertiser ([www.surreyad.co.uk](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 Europe, 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, chief operating officer 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, Web Search.

----Ends----

----Notes to editors----

Click on Media Alerts to register to receive forthcoming news from Elemental Communications and its clients.

This press release is available in PDF, plain text and Word formats in the Media Centre. Photographs are available of the InfoSpace team in the Images section.

The media spokesperson for InfoSpace Europe, Web Search is Dominic Trigg, vice president.

About InfoSpace Web Search  
[www.infospaceinc.com/search](http://www.infospaceinc.com/search)

InfoSpace markets Web search and online directory products that help users find the information they need while creating revenue opportunities for merchants. The Company operates a family of Internet properties that includes WebFetch ( [www.webfetch.com](http://www.webfetch.com)), Dogpile ([www.dogpile.com](http://www.dogpile.com)), Switchboard ([www.switchboard.com](http://www.switchboard.com)), WebCrawler ( [www.webcrawler.com](http://www.webcrawler.com)), InfoSpace.com ([www.infospace.com](http://www.infospace.com)) and MetaCrawler ([www.metacrawler.com](http://www.metacrawler.com)). InfoSpace also powers Web search, along with online yellow and white pages, for a variety of Web sites.

About InfoSpace, Inc.

A leading mobile media and technology company, InfoSpace, Inc. (Nasdaq:INSP) develops and distributes content, products and services that are creating a robust mobile marketplace and make it easy for consumers to discover, personalize and enjoy their experiences. Founded in 1996, InfoSpace leverages its online and mobile assets to potentially reach more than 90 percent of mobile subscribers in North America through partnerships with operators such as Cingular Wireless, Sprint, T-Mobile, Verizon Wireless, and Virgin Mobile and through its direct to consumer channel Moviso (Moviso.com). The company's mobile portal services are also available to more than 60 percent of the U.S. market. Online, the company showcases its leading metasearch technology through Web sites such as Dogpile (Dogpile.com) and its comprehensive directory listings in such properties as Switchboard (Switchboard.com). For more information, please visit [www.infospaceinc.com](http://www.infospaceinc.com).

About Guardian Media Group Regional Newspapers  
[www.gmgplc.co.uk](http://www.gmgplc.co.uk)

GMG Regional Newspapers is a wholly owned subsidiary of the Guardian Media Group plc and operates a mix of paid and free daily and weekly newspapers, internet products, a local TV station along with other local media in and around Greater Manchester and also in Surrey and Berkshire.

This release contains forward-looking statements regarding InfoSpace and its partnership with The Guardian Media Group. These forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected. These statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict. Factors that could affect InfoSpace's actual results include the scope and timing of market acceptance of InfoSpace's implementation on Guardian Media Group's sites. A more detailed description of certain factors that could affect actual results include, but are not limited to, those discussed in InfoSpace's most recent Annual Report on Form 10-K and quarterly reports on Form 10-Q as filed from time to time, in the section entitled "Risk Factors." Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. InfoSpace undertakes no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date of this release or to reflect the occurrence of unanticipated events.

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