

Accoona Adds News Search Functionality to its Artificial Intelligence Search Engine

New York, NY February 28, 2005

The Accoona Corporation, an industry pioneer in Artificial Intelligence (AI) search technology, today announced the addition of News Search capabilities to its Accoona search engine (<http://www.accoona.com>). The Accoona News feature leverages the site's SuperTarget Your Search(TM) feature, and complements its QuickProfile(TM) database -- the world's largest database of free online business information.

Accoona's breakthrough AI algorithm greatly improves the quantity and quality of Accoona's News results by seeking out the context of keywords rather than the keywords alone. The SuperTarget Your Search(TM) feature gives users greater control and flexibility over their search results. By allowing seekers to emphasize the most important search terms, supertargeting yields the most relevant news results of any search engine.

Accoona News also archives every news story on its servers for a minimum of 30 days, allowing users to search for past news stories in addition to up-to-the-minute headlines.

"With its 24-hour news cycle, the information age is both a blessing and a curse because it is becoming more difficult to find relevant news content without getting overwhelmed with useless information," said Stuart Kauder, CEO of Accoona Corp. "Accoona's AI and SuperTarget Your Search(TM) technologies improve upon the quantity and quality of news search results, giving users a more satisfying and fruitful search experience."

Accoona's News Search platform is complemented by one of the world's largest databases of online business information. The Accoona QuickProfile(TM) database -- comprised of hundreds of millions of records on millions of companies worldwide -- merges traditional Web site content with relevant business data, providing one-click access to relevant business information such as primary contact name, address, fax and phone number, and other important data in an easy-to-use format.

"The addition of Accoona News makes our robust QuickProfile(TM) offering an even more valuable tool for finding important information about a company without having to perform separate searches," continued Kauder. "When the Accoona logo appears next to a search term, users know they are one click away from the company they want to contact. It's like having millions of companies in their personal global rolodex."

About Accoona

Founded in February 2004, the Accoona Corporation is an industry pioneer in Artificial Intelligence search technology, and has filed a patent with over 650 claims. The company unveiled the Accoona search engine in December 2004, with the official consumer launch planned for mid 2005. Accoona delivers more relevant search results through its innovative SuperTarget Your Search™ feature, comprehensive QuickProfile™ database and sophisticated contextual and keyword search capabilities. Internationally, Accoona holds a 20-year exclusive agreement with the China Daily Information Company as the official search provider for ChinaDaily.com -- the first news site in China and one of the country's largest portals.

Press Contact:

John Fernandez, Accoona Corp.
Phone: +1-201-557-9371,
Email: jfernandez@accoona.com