

Accoona Beats Search Leaders to Punch

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First Search Engine With One-Click Access to Business News and Information

The Accoona Corporation, an industry pioneer in Artificial Intelligence (AI) search technology, today announced the launch of QuickProfile™, a unique feature granting searchers one-click access to free business news and information. Accoona (www.Accoona.com) is the industry's first search engine to offer this QuickProfile™ feature.

The Accoona QuickProfile™ database is the world's largest database of free online business information, with up-to-date records on millions of companies from around the globe. The QuickProfile™ database merges traditional Website content with relevant business information, such as primary contact name, address, fax, phone number, and other important data, enabling business searchers to find this relevant information without having to drill down through multiple Web pages.

"Accoona's QuickProfile™ feature sets us apart from leading players by providing a higher level of functionality for our users", said Stuart Kauder, CEO of Accoona Corp. "QuickProfile™ adds a new dimension to Accoona's AI and SuperTargeting technologies and is an important evolution in the way search engines provide business news and information."

The QuickProfile™ feature leverages the Accoona's SuperTarget Your Search™ feature and breakthrough AI algorithms, which greatly improve the quantity and quality of Accoona's News and Business results. Accoona's AI seeks out the context and meaning of the search query -- rather than searching for the keywords alone -- while the SuperTarget Your Search™ feature lets users change the outcome of their search results by ranking key search terms by order of importance.

"The QuickProfile™ feature makes it fast and easy to find 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 information about. It's like having millions of companies in their personal global rolodex."

The Accoona QuickProfile database also contains the most extensive listing of Chinese businesses available online, making it a powerful tool for US-based companies wishing to find information about Chinese businesses. Accoona Corp. enjoys a 20-year exclusive agreement with China Daily Information Company to be the official search partner for its China Daily news portal -- the first news site in China and one of the country's largest portals -- and affiliate sites. China is the fastest growing marketplace in the world and has second largest online population.

The Chinese version of Accoona (www.accoona.cn) features the same AI-enhanced search capabilities as its American counterpart. New Accoona features will be simultaneously rolled out on both the US and Chinese versions.

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.

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