

Top 25 Search Results from Winter 2005 Reveal What Chinese Internet Users Are Searching For

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A recent study and whitepaper by Accoona Corporation (<http://www.accoona.com>), an industry leader in Artificial Intelligence (AI) search technology and one of the most prominent search engines in China, reveals that while geographical and cultural issues are still a major focus, Chinese Internet users are becoming more business and technology focused in terms of the information they seek online. With more than 94 million users online, China is the second largest online population after the United States.

The Accoona study looked at the Top 25 non-adult search queries on <http://www.accoona.cn>, and the Accoona Search Bar on <http://www.ChinaDaily.com.cn>, throughout January and February 2005. The three most popular searches in China during this period were for the nation's lunar year celebration known as the "Spring Festival" (19%), followed by "Tsunami" (12%) and "Car" (8%).

Among the leading geography-related searches were for China, India, Shanghai and CEPA, a Hong Kong business pact. Some of the most popular technology searches were Chinese instant messaging software, the MF RC531 wi-fi chip specification, Mongolian software and laptop motherboards. The most sought after consumer searches were cars and car stereos. Searches regarding the nation's elderly and education each made up 2% of the Top 25. Additional insight and analysis can be found in an Accoona whitepaper published today at <http://www.accoona.com/about/whitepapers/whitepaper20050329.pdf>.

"As the consumer class in China continues to develop and economic markets continue to slowly open, the focus of the world's second largest Internet population has shifted more towards business information. In contrast, the top searches in the US are skewed towards celebrities and current events", said Stuart Kauder, CEO at Accoona Corporation. "As one of the most prominent search engines in China, Accoona is able to give the rest of the world deeper insights into what the fastest growing Internet population is looking for online".

Accoona enjoys a 20-year exclusive agreement with China Daily Information Company and is the official search partner for its China Daily news portal -- the first news site in China and one of the country's largest portals. Accoona's flagship offering, Accoona.com, is complemented by the Accoona QuickProfile(TM) database -- the world's largest database of free online business information, with up-to-date records on millions of companies around the globe.

The QuickProfile database contains one of 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.

The following is a list of the Top 25 non-adult search queries on [Accoona.cn](http://www.accoona.cn) during the January/February 2005 time period:

- Spring Festival - 19%
- Tsunami - 12%
- Car - 8%
- China - 6%
- Chinese IM software - 4%
- CEPA - 3%
- Plastic flowerpot manufacturer - 3%
- Copper - 3%
- Mifare mf rc-531 - 3%
- Textile printing ink - 3%
- Car audio - 3%
- Education - 3%
- AL Corp Musical Instruments - 3%
- Accoona - 3%
- Chinese Railways - 3%
- Thermo - 2%
- Mongolian Software - 2%
- Shanghai - 2%
- Elderly in China - 2%
- Insurance - 2%
- Emigration - 2%
- India - 2%
- Lantern Festival - 2%
- Laptop motherboard - 2%

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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