



Interactive Business Community to Target Domestic Opportunities in China

Accoona Corp. Launches www.MoneyInChina.com

JERSEY CITY, N.J., and SHANGHAI, CHINA – (Oct. 8, 2007) – Accoona Corp. unveiled a new interactive destination community “**Money in China**” to become China’s first online forum designed specifically for its growing business community. The site, known locally as **Prospect China** but with the URL, www.moneyinchina.com, is designed to facilitate the free and open flow of information, ideas and opportunities, as well as encourage contacts for entrepreneurs and established businesspeople. Jersey City-based Accoona Corp. is a search, lead generation, and eCommerce company, which maintains strong ties to China through an exclusive partnership with *China Daily*, the largest English-language Web site in China.

Along with providing visitors access to China’s “hottest” business channels, topics and news, the site also encourages visitors to develop business relationships and create a network of potential business, career and investment opportunities. Additionally, **Money in China** represents a significant development in the ability of foreign investors to seek and establish business relationships in China, the world’s fastest growing economy and second-largest market for Internet users.

“**Money in China** was designed around the belief that business people are a significant online audience in China, and that building trust between partners is essential to a harmonious and profitable business relationship,” said John Li, General Manager of Accoona China. “Our goal for **Money in China** is to create a community that fosters interaction between members of China’s business community, while also providing a fun and informative venue for visitors in all types of businesses and areas of the country.”

Among the site’s features are:

- Forums and blogs that enable visitors to share common interests, success stories and business experiences
- Social networking – *Business Circle Interaction* – designed to assist businesspeople in establishing a network of potential employers, investors, collaborators, etc.
- Career development tools designed to promote new business opportunities and present talented individuals with employment opportunities

“China is recognized as a major global economic power,” added Val Zammit, CEO of Accoona Corp. “The **Money in China** site presents a great opportunity for Accoona to continue its ongoing investment in the Chinese Internet industry and provide new outlets for Chinese business people to explore and develop new opportunities.”

About Accoona Corp.

Founded in February 2004, Accoona Corp.'s mission is to become a leading player in online lead generation, eCommerce and the Chinese internet industry and further establish its search engine as a source of highly relevant search results. We aim to streamline the online experience and maximize the Internet's potential as both a source of information and a global marketplace. We developed and operate Exchange Place (<http://www.exchangeplace.com>), the first online marketplace where advertisers can bid for leads across a range of products and services. In 2006, the combined revenues of our eCommerce businesses made us one of the top 10 consumer direct consumer electronics retailers and one of the top 60 consumer electronics retailers overall [Source: *TWICE Top 100 CE Retailers, May 21, 2007*]. We also have developed and operate artificial intelligence driven search engines in the US (<http://www.accoona.com>), China (<http://www.accoona.cn>), and Europe (<http://www.accoona.eu>). Accoona's Search Engine was selected among the 50 Coolest Websites of the year 2006 by Time Magazine [Source: *TIME Magazine, August 3, 2006*]. Accoona has offices in Jersey City and South Plainfield, New Jersey, and Shanghai, China.

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