



NYTimes.com Integrates Answers.com Reference Content

*NYTimes.com and Answers.com Set New Standard for
Accessing Online Reference Information*

New York, NY – September 20, 2006 – Answers Corporation (NASDAQ: ANSW), creators of Answers.com™, today announced an agreement with The New York Times Company for the integration of certain Answers.com reference content into NYTimes.com. The agreement includes direct access from NYTimes.com to Answers.com's patented 1-Click Answers™ technology. Applying this feature, users can hold down the "Alt" key and click with the mouse on any word or phrase on a NYTimes.com article to see a popup window replete with concise and direct reference information from a collection of reference material, carefully selected in consultation with New York Times editors, without ever leaving the current Web page.

Answers.com's 1-Click Answers™ technology makes it simple for online readers to understand current events in historical perspective. Readers can Alt-Click to access encyclopedic explanations, definitions and background about people, history, technology, culture and other topics in over 20 categories.

NYTimes.com readers will be able to get quick access, in context and Answers.com will also appear on thousands of Times Topics, which aggregate the most relevant information from The Times' text and multimedia archives around subjects, people, places and organizations in the news. The search will also return information from *The New York Times Essential Guide to Knowledge*. With the inclusion of Answers.com reference information, Times Topics will become a key online reference source.

"The New York Times Company is pleased to enhance and enrich the experience of our readers with Answers.com," says Vivian Schiller, senior vice president and general manager, NYTimes.com. "Readers will now be able to click on any word or phrase in a Times article to find the best information in our own archive and from the reference material on Answers.com. Our partnership with Answers.com illustrates our continued commitment to providing online readers with the most comprehensive information available."

"NYTimes.com and Answers.com have now established the standard for integrated access to reference information and relevant answers from a leading news site," says Answers' Chief Revenue Officer, Jeff Cutler. "By providing even greater context to its outstanding content, NYTimes.com creates a new level of reference and search within a branded editorial environment. It is a standard we expect to be emulated."

Answers.com will also power "Answers.com/Reference," a new search function available from the NYTimes.com search box that presents Answers.com content.

Answers.com also powers the answers or reference search within leading portals and search engines such as Amazon.com's A9, Firefox, Opera, Info.com as well as homeworkNYC.org, the education site of The New York Public Library, Brooklyn Public Library and Queens Library.

Graphics and screenshots demonstrating Answers.com's integration onto NYTimes.com Times Topics are available for download at www.answers.com/main/NYTimes.jsp.

About The New York Times

The New York Times Company (NYSE: NYT), a leading media company with 2005 revenues of \$3.4 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers, nine network-affiliated television stations, two New York City radio stations and 35 Web sites, including NYTimes.com, Boston.com and About.com. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

About Answers Corporation

Answers Corporation (NASDAQ: ANSW) operates www.answers.com, which supplies answers covering 3.8 million topics to curious Internet users. Answers.com offers clear, authoritative content drawn from over 100 high-quality titles, as well as writing by its own editorial team. Founded in 1999 by CEO Bob Rosenschein, Answers Corporation also partners with, among others, Firefox, Opera, The New York Public Library and A9.com. For investment information, visit ir.answers.com. (answ-p)

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