



## **One Engine is Not Enough! Study by InfoSpace Reveals Vastly Different Results from Top Search Engines**

### **Findings Reinforce the Value of Metasearch Engine Dogpile.com to Find More Useful Results on the Web**

BELLEVUE, Wash., May 31, 2007 (BUSINESS WIRE) -- InfoSpace Inc. (NASDAQ:INSP), a leading developer of proprietary metasearch technologies, today unveiled the results from a study that evaluated search results from the four leading search engines. The study reveals that search engines deliver results that are dramatically different from one another. In fact, first page results on Google, Yahoo!, Windows Live (formerly MSN Search) and Ask (formerly Ask Jeeves) overlap less than one percent. With search engines producing such differing results, the study illustrates the value of metasearch and Dogpile.com, which returns the top results from each of these leading search engines to provide users with the most relevant and useful information.

"This study reinforces what we at InfoSpace have long known - often users do not find the results they need with any single search engine. Metasearch offers the most robust and efficient search solution to meet their needs," said Rod Diefendorf, vice president of online and local search at InfoSpace. "With less than one percent overlap in first page results, there is great value to using a metasearch engine like Dogpile.com to quickly comb through multiple search engines at once for the most relevant results."

The study, titled, Different Engines, Different Results, was conducted by researchers from The Pennsylvania State University and Queensland University of Technology in April 2007. Key findings highlight the value of metasearch and include:

- Only 0.6 percent of 776,435 first-page search results were the same across the top four Web search engines
- Between 38 and 46 percent of all searches fail to elicit a click on a first-page search result, don't meet users needs and drive users to try additional engines.
- Web searchers on average use three search engines a month
- Search result rankings differ significantly across major search engines; only 3.6 percent of the number-one ranked, non-sponsored search results were the same across all search engines in a given query

The study expanded on a similar overlap study conducted in 2005, finding that the major engines produce even fewer of the same results today than they did just two years ago. "There is a perception that most search engines function similarly and deliver the same results, but that is not what these result show," said Dr. Jim Jansen of The Pennsylvania State University. "In fact, the engines are increasingly diverging in their approach to searching the Web. For some searches, users are obviously missing quality results."

Another recent study confirms that Internet users are seeking out multiple engines and greatly value the benefits of metasearch. In 2006, Dogpile.com received the prestigious J.D. Power and Associates award, ranking it 'Highest in Customer Satisfaction Among Internet Users with Primary Search Engines/Functions' in the U.S.A.(1) The J.D. Power and Associates study also found that nearly 75 percent of Internet subscribers use multiple search engines, with 44 percent of those customers using multiple search engines because each one has better sources depending on customer needs. Dogpile.com has long embraced this customer-oriented view and combines results from multiple engines to bring together the highest ranked results in one place.

In conjunction with releasing the study, Dogpile.com debuted a refreshed look and feel, enhanced usability, an improved algorithm, and a "video metasearch" capability that delivers video results from multiple sources. To experience the newly enhanced site, please go to <http://www.dogpile.com>.

Go to <http://www.infospaceinc.com/overlapstudy> to download the full overlap study Different Engines, Different Results: A Research Study by Dogpile.com.

#### About Dogpile(R)

Web metasearch engine Dogpile ([www.dogpile.com](http://www.dogpile.com)), ranked highest in customer satisfaction by J.D. Power and Associates, makes it easy for users to search more of the Web by drawing together the top results from the most popular search engines. Dogpile.com is part of the InfoSpace family of Web search and online directory properties.

#### About InfoSpace, Inc.

InfoSpace, Inc. is a leading developer of tools and technologies to help people discover and enjoy content and information -- whether on a mobile phone or on the PC. InfoSpace uses its proprietary metasearch technology to power a portfolio of branded Web sites, including Dogpile ([www.dogpile.com](http://www.dogpile.com)) and Zoo ([www.zoo.com](http://www.zoo.com)), a new kid-friendly search engine, and provide private-label search and online directory services to consumers on a global basis. The company's mobile platform and applications, such as InfoSpace Find It! ([www.infospacefindit.com](http://www.infospacefindit.com)), create revenue opportunities for carriers, while satisfying consumer demand for a highly relevant mobile user experience. More information can be found at [www.infospaceinc.com](http://www.infospaceinc.com).

(1) Footnote: Dogpile received the highest numerical score for primary search engines in the proprietary J.D. Power and Associates 2006 Residential Online Service Customer Satisfaction Study(SM). Study based on responses from 10,787 residential customers of internet service providers, measuring 7 search engines/functions. Proprietary study results are based on experiences and perceptions of consumers surveyed June - July 2006. Your experiences may vary. Visit [jdpower.com](http://jdpower.com) This release contains forward-looking statements regarding InfoSpace's online business and the results of the study conducted with The Pennsylvania State University and Queensland University of Technology. These forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected. These statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict. Factors that could affect InfoSpace's actual results include the progress and costs of the development of our products and services and the timing of market acceptance of those products and services including the extent of user adoption and usage of InfoSpace's metasearch offerings. A more detailed description of certain factors that could affect actual results include, but are not limited to, those discussed in InfoSpace's most recent Quarterly Report on Form 10-Q, in the section entitled "Risk Factors." Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. InfoSpace undertakes no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date of this release or to reflect the occurrence of unanticipated events.

SOURCE: InfoSpace, Inc.

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