



## Most Popular Internet Search Terms of 2005 Revealed; "Music Lyrics" Tops the List from Dogpile.com; "Wedding Vows" Inspiration Coming Straight From the 'Net, Rather than the Heart

BELLEVUE, Wash., Dec 15, 2005 (BUSINESS WIRE) -- Dogpile.com, the metasearch engine that returns the top results from all the leading search engines, today announced its most popular Internet search terms of 2005, including "music lyrics" at No. 1. With an estimated 63% of the U.S. online population conducting at least one Internet search each day\*, searches are revealing more insight into the nation's collective interests. Gaming terms, celebrities and musicians also rounded out the most popular search terms of the year.

(Overall rankings in parentheses)

### Top 10

1. Music Lyrics
2. Paris Hilton
3. Google
4. eBay
5. Yahoo
6. Mapquest
7. Games Cheat
8. Games
9. Dogs
10. Top 100 Baby Names

### Top Celebrities

1. Paris Hilton (2)
2. Carmen Electra (15)
3. Pamela Anderson (20)
4. Jessica Simpson (21)
5. Britney Spears (24)
6. 50 Cent (32)
7. Lindsey Lohan (36)
8. Jennifer Lopez (39)
9. Green Day (42)
10. Eminem (45)

### Best of the Top 50

1. Poetry (11)
2. Funny Jokes (16)
3. Tattoos (17)
4. 1 (19)
5. Radio Stations (22)
6. Weather (25)
7. Jennifer Aniston Sedu Hairstyles (28)
8. Walmart (35)
9. Search Engines (41)
10. MySpace (44)

### Top Offbeat

1. Names and Their Meanings (54)
2. Inuyasha (76)
3. Obituaries (84)
4. Funny Pictures (152)
5. Interview Questions (153)
6. Wedding Vows (154)
7. Catholic Churches (184)
8. Dragons (198)
9. Napoleon Dynamite (208)
10. Real Estate (209)

Additional notable results included:

-- More than 10 years after "The Rachel" haircut debuted, people are still fascinated with Jennifer Aniston's hair. She's a hair product marketer's dream with the name of her hair straightener - "Sedu" - one of the most popular search terms.

-- Apparently nothing is sacred anymore - straight from the heart is being replaced with straight from the Internet, as people search for 'wedding vows' in droves as a quick and easy way to help them find inspiration.

-- As a long-time top Internet search query, Britney Spears maintains a strong position as the fifth most-searched celebrity name, but came in at #24 overall. Comparatively, Paris Hilton was the most-searched celebrity name and #2 overall.

"By aggregating and ranking the millions of monthly searches on Dogpile, we can provide perspective on the interests of today's online audience," said Jon Nolz, Director of Marketing for Dogpile.com. "Seeing 'music lyrics' in the number one position

is surprising given the number of huge headline news events over the year, but points to what online search is all about - finding information that does not have a readily-known source."

As the Internet's leading metasearch site, Dogpile.com combines the strengths of all the best search engines - Google, Yahoo!, MSN and Ask Jeeves - to bring back more of the Web's best search results. A recent study found that only 1.1 percent of the first page results are the same across all four engines, making metasearch sites like Dogpile.com a more efficient way to find the best results across multiple search engines. Try it for yourself at <http://comparesearchengines.dogpile.com> or see what people are searching for in real-time through the Search Spy tool at <http://www.dogpile.com/info.dogpl/searchspy>.

#### Report Methodology

Results are based on searches completed during January 1-November 31, 2005. Any adult content terms have been filtered out of results and category lists above have been compiled from Dogpile.com by InfoSpace personnel.

\* Pew Internet & American Life Project, 11/20/2005

#### About Dogpile.com®

Dogpile ([www.dogpile.com](http://www.dogpile.com)), widely recognized as the best Web metasearch engine, makes it easy for users to search more of the Web by drawing together the best results from the most popular search engines. Dogpile.com is part of the InfoSpace Search & Directory family of Web search and online directory properties. These products bring people, information and businesses together online to help users find the information they need quickly and easily. InfoSpace Search & Directory is a business of InfoSpace, Inc. (Nasdaq:INSP).

#### About InfoSpace

InfoSpace, Inc. is a leading global provider and publisher of mobile content, products and services that enhance the wireless experience, making it easier for consumers to find and enjoy information, personalization and entertainment on the mobile phone. The company distributes its applications and services through mobile operators, including Cingular Wireless, T-Mobile, Verizon Wireless, Sprint Nextel, Virgin Mobile, Vodafone, O2, Orange, 3, TIM and Telefonica Moviles. InfoSpace also uses its unique metasearch technology to power a portfolio of branded Web sites and provide private-label search and online directory services through Dogpile ([www.dogpile.com](http://www.dogpile.com)), Switchboard ([www.switchboard.com](http://www.switchboard.com)), WebCrawler ([www.webcrawler.com](http://www.webcrawler.com)), InfoSpace ([www.infospace.com](http://www.infospace.com)), MetaCrawler ([www.metacrawler.com](http://www.metacrawler.com)) and WebFetch.com ([www.webfetch.com](http://www.webfetch.com)). More information can be found at [www.infospaceinc.com](http://www.infospaceinc.com).

This release contains forward-looking statements regarding InfoSpace's Search & Directory business including the performance of its metasearch products and services. 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 actual performance under the MSN Search agreement, the progress and costs of the development of our products and services, and the timing and extent of market acceptance of those products and services. 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 Annual Report on Form 10-K and quarterly reports on form 10-Q as filed from time to time, in the section entitled "Factors Affecting Our Operating Results, Business Prospects and Market Price of Stock." 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.

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