



**PRESS
RELEASE**

Search Initiatives
29 Technology Way
Nashua, NH 03060

603 689-7134 *phone*
603 821-1611 *fax*
info@searchinitiatives.com *email*
www.searchinitiatives.com *web*

For Immediate Release

www.TheMercury.com Deploys Search Initiatives' Hosted Local Search and Ad Platform

Nashua, NH, USA, 03/13/07 —

Consumers now have a one-stop location for local content, local listings and great search

The Manhattan Mercury, an independent newspaper in Manhattan, Kansas, and Search Initiatives, provider of online search and advertising technology, have partnered to provide an innovative search and business directory solution paired with an innovative local advertising platform.

The site now boasts an integrated search experience where users can search all kinds of Mercury content through a simple single search input box. The Search Initiatives' technology aggregates all content relevant to the visitor's keyword search, and integrates relevant results from TheMercury.com classified ads, business listings, news and sports in a "Search MashUp." "Our goal is for TheMercury.com to be the single destination site where our visitors can find everything they need in one place." said Ned Seaton, General Manager of The Manhattan Mercury. "This is the most accurate, useful and complete listings marketplace in our region offering the most relevant search results. It's also cutting edge."

"Great search is essential to the survival of newspapers online." said Tim Judd, CEO of Search Initiatives.. "It's great that we have been able to provide The Mercury with the technology they need to reach their goals and to have contributed to what has clearly been a very successful re-launch of their site. Our solution allows them to leverage their content, connecting their visitors with local information and local businesses. Our goal is to help our partners grow online revenue, and help them get ahead of the competitive pressures in their market. Search is central to that; nowadays everyone expects to find anything through search, if you don't have great search you are immediately at a huge competitive disadvantage. Historically many newspapers haven't been able to compete with the big guys in search, our platform levels that playing field, and our eCom tools generate new revenues online."

Search Initiatives:

Search Initiatives was formed in 2006 and has developed a comprehensive suite of services focused on local search, and eCommerce. Search Initiatives brings essential local search and eCommerce expertise to today's very competitive media marketplace.

Search Initiatives' integrated local search solutions provide publishers with the versatility, flexibility, and scalability needed to deliver robust local search results from multiple content sources. Their hosted solutions are designed to deliver results from many different content sources quickly and reliably. The technology gives users the depth of content they expect from publishers. It enables publishers to leverage their assets while building profitable revenue streams and strengthening their position as the best source for local information. Learn more at www.searchinitiatives.com.

About The Manhattan Mercury:

The Mercury is a local, family owned community newspaper with deep roots in Manhattan, KS. In addition to the daily printed paper, The Mercury publishes the leading local website – themercury.com – offering site visitors comprehensive news, entertainment, directory listings and local online search capabilities.

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For additional information:

Jeff Rapson, VP of Business Development

603 689-7134 phone

603 660-1119 mobile

jeff.rapson@searchinitiatives.com

Ned Seaton, General Manager

785 771-2300 X255

nseaton@themercury.com

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NEXPO & Editor
and Publisher
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