



## **Findology Partners With Localeze to Provide Business Listings to New Local Search Platform**

### *Zipcodez.com Launches with Enhanced Localeze Business Content*

**VIENNA, Va. June 2, 2008** - Localeze, the leading expert on local search engine business content management, announced today that it has partnered with Findology Interactive Media, a leading provider of customizable online marketing products and services, to provide over 16 million enhanced business listings for the launch of the company's new local search platform, Zipcodez.com.

Through its geographically targeted search platform and its advertiser network, Zipcodez.com bridges local listings to ready-to-buy consumers and gives businesses access to high quality local Web traffic. The implementation of the Localeze data into the Zipcodez.com search platform will increase the relevancy of search results for the site's users.

"Localeze is always pleased to partner with new and emerging local search platforms like Zipcodez.com," said Gib Olander, director of business development at Localeze. "By providing rich and descriptive business listing content, Localeze is enabling local businesses to be found and Findology to extend its advertising business."

Localeze's comprehensive listing profiles on local businesses are interpreted and tagged exclusively for local search engines through proprietary intelligent category classification and keyword matching logic. In addition to Zipcodez.com, Localeze distributes its enhanced database of over 16 million local business listings to a network of more than 60 local search engine publishers.

“Given that Zipcodez.com is monetized through advertising dollars, the accuracy of the business listings is critical to the site’s credibility and success,” said Trevor Lakier, vice president of operations at Findology. “Through our partnership with Localeze, we are confident that the results driven by searches on Zipcodez.com are held to the highest standards of data integrity and are optimized and updated to specifically serve consumers searching for local products.”

#### **About Findology Interactive Media**

Findology Interactive Media, Inc. is a leading provider of customizable online marketing products and services. Findology's flexible solutions enable publishers to maximize site revenue through targeted advertising inventory and innovative search technology, while its advertising team ensures client results by optimizing traffic, increasing return on investment and identifying fraud. Founded in 2000, Findology's network of premium publishers generates billions of monthly impressions. For more information, please visit [www.findology.com](http://www.findology.com).

#### **About Localeze**

Localeze is the largest online content manager serving businesses, local search engine publishers and ready-to-buy consumers. At the center of the local search ecosystem, businesses rely on Localeze to collect, enhance, optimize and distribute rich business information online, while local search engines depend on Localeze to deliver the broadest, richest, most accurate content to their users. With a management team of local search innovators, the largest business-verified listing database and the broadest network of local search engine partners in the U.S., Localeze is the trusted source for local search engine content management. Localeze is a privately held company headquartered in Vienna, Virginia. For more information visit [www.localeze.com](http://www.localeze.com).

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