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ipoints and Dogpile.co.uk partner to offer new online loyalty programme

ipoints and InfoSpace's metasearch engine Dogpile.co.uk partner to offer new online loyalty programme

/24-7PressRelease/ - LONDON, UK, August 24, 2006 -- ipoints.co.uk (<http://www.ipoints.co.uk>), the biggest online coalition loyalty programme company in the UK and [metasearch engine Dogpile.co.uk](http://www.dogpile.co.uk) (<http://www.dogpile.co.uk>) have partnered to allow [Dogpile.co.uk](http://www.dogpile.co.uk) users earn ipoints as they search.

[Dogpile.co.uk](http://www.dogpile.co.uk), owned by Web and mobile search company [InfoSpace Europe](http://www.infospaceinc.com) (<http://www.infospaceinc.com>), is a metasearch engine which uses InfoSpace's proprietary technology to search across multiple engines including Ask, Google, MSN, Yahoo!, and more. Now, Dogpile users can redeem ipoints for a variety of products and services.

Ernst van Leeuwenkamp, director of product and partner management at InfoSpace Web Search says, "The real differentiator about this partnership is that [Dogpile.co.uk](http://www.dogpile.co.uk) users will be rewarded for their loyalty, which is intended to increase user retention and repeat usage for both [Dogpile.co.uk](http://www.dogpile.co.uk) and ipoints."

When users sign up to ipoints with [Dogpile.co.uk](http://www.dogpile.co.uk), they automatically receive 10 free ipoints. Then, they earn two ipoints for their first 10 searches, two ipoints for next 20 searches and two ipoints for subsequent sets of 30 searches. ipoints can be exchanged for a wide variety of free gifts, such as books, CDs, DVDs, airline flights and more. Dogpile users can also earn ipoints through other ipoints' partners.

"In order to create loyalty, you need to develop a relationship. This has previously been a barrier for the majority of search engines, which traditionally has been seen as impersonal. With its metasearch technology, [Dogpile.co.uk](http://www.dogpile.co.uk) offers a real point of difference for the consumer, and we are able to step in with a rewards scheme which promotes loyal and increased use of the site," says Geraldine Tosh, managing director at ipoints.

InfoSpace currently has two main consumer properties in the UK, respectively [Dogpile.co.uk](http://www.dogpile.co.uk) and [Webfetch.com](http://www.webfetch.com) which serves a more casual Internet user. ipoints was introduced to Webfetch.com users in May 2006.

"The recent success of the [Webfetch.com](http://www.webfetch.com) and ipoints relationship demonstrates that this type of loyalty scheme is growing in popularity amongst Web users. As a result of this InfoSpace has decided to strengthen its relationship with ipoints with UK-focused [Dogpile.co.uk](http://www.dogpile.co.uk) bringing this audience an even more rewarding search experience," concludes van Leeuwenkamp.

----Ends----

----Notes to editors----

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This press release is [available in PDF, plain text and Word formats in the Media Centre](#). Photographs are available of the InfoSpace team [in the Images section](#).

The media spokesperson for InfoSpace Europe, Web Search is [Dominic Trigg, vice president](#).

[About Dogpile.co.uk](#)
<http://www.dogpile.co.uk/uk.dogpl/search/help/about.htm>

Dogpile was built to give users the best search results available on the Web. This is accomplished by searching all the most

popular engines and retrieving the best combined results.

The inspiration for Dogpile came when its founders noticed that different search engines often return different results for the very same term. The more engines they searched the more results they found.

Following this discovery, the founders set out to create a way to bring the Web's best search engines together in one place to deliver more comprehensive and relevant results.

To capture this idea, the founders borrowed a sports term used to describe players piling on top of one another in the celebration and the Dogpile search engine was born!

[About InfoSpace Web Search http://www.infospaceinc.com/search](http://www.infospaceinc.com/search)

InfoSpace markets Web search and online directory products that help users find the information they need while creating revenue opportunities for merchants. The Company operates a family of Internet properties that includes WebFetch <http://www.webfetch.com>, Dogpile <http://www.dogpile.com>, Switchboard <http://www.switchboard.com>, WebCrawler <http://www.webcrawler.com>, InfoSpace.com <http://www.infospace.com> and MetaCrawler <http://www.metacrawler.com>. InfoSpace also powers Web search, along with online yellow and white pages, for a variety of Web sites.

[About InfoSpace, inc.
http://www.infospaceinc.com](http://www.infospaceinc.com)

A leading mobile media and technology company, InfoSpace, Inc. (Nasdaq:INSP) develops and distributes content, products and services that are creating a robust mobile marketplace and make it easy for consumers to discover, personalize and enjoy their experiences. Founded in 1996, InfoSpace leverages its online and mobile assets to potentially reach more than 90 percent of mobile subscribers in North America through partnerships with operators such as Cingular Wireless, Sprint, T-Mobile, Verizon Wireless, and Virgin Mobile and through its direct to consumer channel Moviso (Moviso.com). The company's mobile portal services are also available to more than 60 percent of the U.S. market. Online, the company showcases its leading metasearch technology through Web sites such as Dogpile (Dogpile.com) and its comprehensive directory listings in such properties as Switchboard (Switchboard.com). For more information, please visit www.infospaceinc.com.

[About ipoints
http://www.ipoints.co.uk](http://www.ipoints.co.uk)

Ipoints Ltd. is a direct marketing and loyalty services provider. Ipoints own and operate ipoints.co.uk, UK's biggest internet-based coalition loyalty programme, with over 1 million registered members who earn ipoints from over 300 retailer partners and exchange them for a variety of rewards covering over 200,000 items.

It provides the means for companies to reward their customers with meaningful and desirable products. In addition, ipoints as a media-owner has a database of active online customers, providing access to clients for direct marketing purposes. ipoints also build and manage white label staff and trade incentive and motivation programmes.

This release contains forward-looking statements regarding InfoSpace and its partnership with ipoints Ltd. 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 scope and timing of market acceptance of the ipoints programme features at InfoSpace's Web property Dogpile.co.uk. 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 "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.

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