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**Web Searching Evolves with the Launch of InverSearch**

*FREDERICK, Md., June 23, 2008 -- Take the typical Internet search and turn it on its ear. The result is InverSearch (<http://www.inversearch.com>), the new, patent-pending Internet search engine that's like no other search engine before it.*

**/24-7PressRelease/** - FREDERICK, MD, July 20, 2008 - Take the typical Internet search and turn it on its ear. The result is InverSearch (<http://www.inversearch.com>), the new, patent-pending Internet search engine that's like no other search engine before it.

Officially launched today, InverSearch inverts the relationship between businesses and consumers. The site acts as a conduit between businesses and the potential clients who are searching for the products or services they need. But businesses--not Internet searchers--are ultimately in control of how much they spend at InverSearch: The company's pay-per-response business model completely eliminates click fraud, charging businesses only for the responses they make to interested searchers.

"InverSearch is a search engine that bills its business users by the number of responses they make to consumer inquiries rather than by the number of hits they receive," explained InverSearch, LLC founder and chief strategy officer Joseph Cibula. "InverSearch has moved completely away from the pay-per-click business model that currently dominates the search industry. In its place, we favor pay-per-response, which does not affect the relevancy of search results or devour advertisers' budgets."

Consumers and businesses alike sign up for InverSearch accounts; consumer accounts are available free of charge, while businesses pay only for the bona fide leads the site delivers to them. Once consumers create their accounts, they can create confidential inquiries for the products and services they need and submit the inquiries to businesses globally, locally or anywhere in between. The inquiries are delivered via the InverSearch user interface to InverSearch business clients, who can choose whether to respond directly--via e-mail or with incentives like coupons and special offers--or to delete consumer inquiries that do not interest them, paying only for the responses they actually make.

"In many respects, InverSearch is like a dating service, matching consumers with needs to businesses with solutions," Cibula stated. "It's the beginning of a paradigm shift from the burden of searching being placed on the consumer. Since businesses already respond to consumer inquiries that come from conventional business advertising, InverSearch integrates seamlessly with the advertising businesses are already doing."

**About Inversearch**

InverSearch is a privately held company specializing in the development of software to afford everyone a real alternative to scouring the Web. InverSearch inverts the roles of the parties involved in a traditional search--the inquirer and the recipient, or the consumer and the business. Those interested in searching an entirely new way can visit InverSearch at <http://www.inversearch.com>.