



Yoogli Press Release

Yoogli's Patent for its Meaning-Based Search Technology marks the first U.S. patent ever awarded to a class 3 search technology company.

NEWPORT BEACH, California, July 12, 2006 - Leading search technology company Yoogli has been awarded a patent for its innovative meaning-based search technology, which enables more targeted and relevant user search results.

Yoogli's meaning-based search technology goes beyond current keyword-based search techniques, and actually penetrates the meaning of the words being searched for by each user. The impact of meaning-based search is that the search engine itself will learn to distinguish the meaning between similar words or phrases. This dramatically affects the effectiveness of a user's search because the search engine remembers the user's prior search behavior and applies this history to current search results.

"This revolutionary technology takes the burden of finding the right keyword combination off the user, and puts it squarely on the technology itself - where it belongs," said David Taylor, CTO and Co-Founder of Yoogli. "By learning the framework of each user's preferences and habits, the search technology establishes each user's unique search footprint, and identifies the most appropriate set of search results for that person. Yoogli's patented technology represents the next evolution of targeted, relevant search."

"The Yoogli search experience is markedly different from current search encounters," said Joe Kerwin, President and Co-Founder of Yoogli. "Our meaning-based search actually puts each user's searches into a perspective that is unique to that individual. For example, not everyone who enters the phrase "bass info" into a search engine is looking for the same thing - are they looking for fishing resources, musical instruments, a specific brand of shoes or perhaps information about an author? Yoogli Search will know the answer to that question."

In recognition of the distinctive and innovative nature of Yoogli's search technology, the U.S. Patent Office awarded [Yoogli patent # 7,013,300](#) on March 14, 2006. This marks the first class 3 search technology U.S. patent ever awarded.

About Yoogli

Yoogli is delivering the next generation of search products. Founded in March of 1999, Yoogli's patented meaning-based technology advances current keyword-based search technologies by producing a deep understanding of users and meaning. Yoogli's team of engineers has created pioneering methods to connect people with the information that is most valuable and useful to them. Yoogli is headquartered in Newport Beach, California. For more information, visit www.yoogli.com.