

Ask Jeeves®

THE MARKET

While the Internet has only become an integral part of the lives of Americans in the past few years, life before the search engine is becoming difficult to remember.

According to a recent Digital Future study, about 2 million computers — used primarily by academics, scientists, and corporate researchers — were connected to the Internet in 1994. That number jumped to 70 million in 2000, and today the Internet is used by approximately three-quarters of Americans, or more than 210 million individuals.

Obviously, a lot of people are seeking information every day. Fortunately, resources like the Ask Jeeves search engine are available to help them find whatever it is they need, almost instantly. That wasn't the case a decade ago.

Today's consumers have so many choices of media outlets. Interactive channels both increasingly challenge and complement TV, radio, and print. Ask Jeeves is an important element in that ever-widening space where information and entertainment converge.

ACHIEVEMENTS

1997 April: Ask Jeeves officially makes its debut on the Web with the unique concept of leveraging natural-language technology to recognize human language patterns within search queries, circumventing the need for Boolean language. This innovative approach makes the company an early leader in the search space.

1998 February: Ask Jeeves for Kids (AJKids.com) launches and in its first year wins a *Learning Magazine* Teachers' Choice Award.

2000 January: Ask Jeeves acquires DirectHit Technologies, which marks the search engine's early foray into click popularity.

February: Ask Jeeves goes international with the launch of Ask Jeeves UK site, ask.co.uk.

2001 September: Ask Jeeves acquires Teoma search technology and incorporates it into AskJeeves.com, resulting in a 35 percent increase in customer satisfaction. This Ask Jeeves search technology goes a step further. With this proprietary ExpertRank™ technology, Ask Jeeves algorithmic search is the first and only search engine to break the Web down into topic-based “communities” of sites, and to give added credibility to those sites respected as authorities on a particular subject.

2002 August: Ask Jeeves becomes the first major search engine to directly answer user queries. The first three direct-answer categories included moving holidays (holidays on which the date can change each year), Oscars®, and state capitals.

2003 April: Building on the direct answer capabilities first introduced in 2002, Ask Jeeves brands and expands the concept of smarter search, enabling users to conduct more effective searches by helping narrow, broaden, or more directly answer user queries.

Using a combination of the Ask Jeeves algorithmic technology and Ask Jeeves natural language processing, users are provided with direct answers to queries ranging from weather, movies, and famous people to definitions, driving directions, and even local surf conditions.

December: Just in time for the 2003 holiday shopping season, Ask Jeeves introduces Product Search to support a variety of shopping categories across multiple stages of the consumer buying cycle. Compared to other search engines, Ask Jeeves receives the highest proportion of “Shopping” category searches, according to a Fall 2003 report from @Plan.

2004 June: Ask Jeeves introduces Site Preview. By scrolling through a series of binocular images that appear next to most Ask Jeeves search results, a user can evaluate the quality of a results set without pogo-sticking between the Ask Jeeves results page and the results themselves. The effect is to reduce significantly the time and effort required for people to find relevant search results. Ask Jeeves continues to launch dynamic new verticals like Picture search, News search, and Local search.

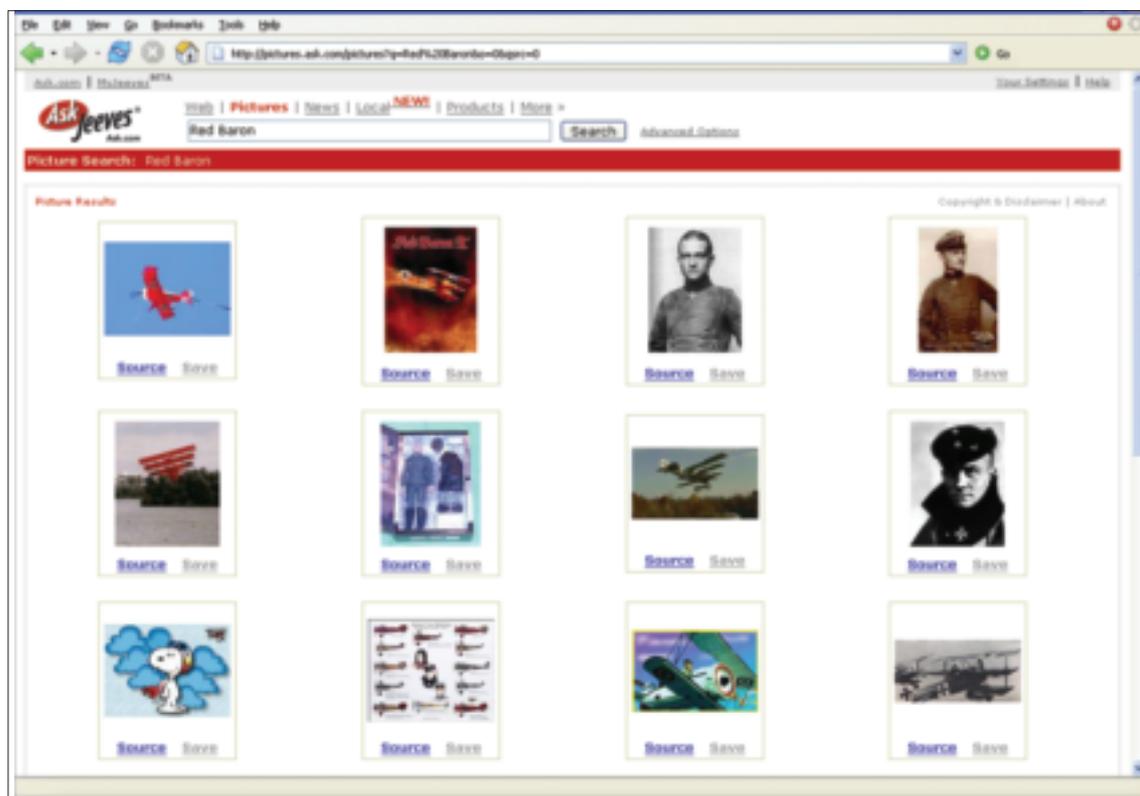
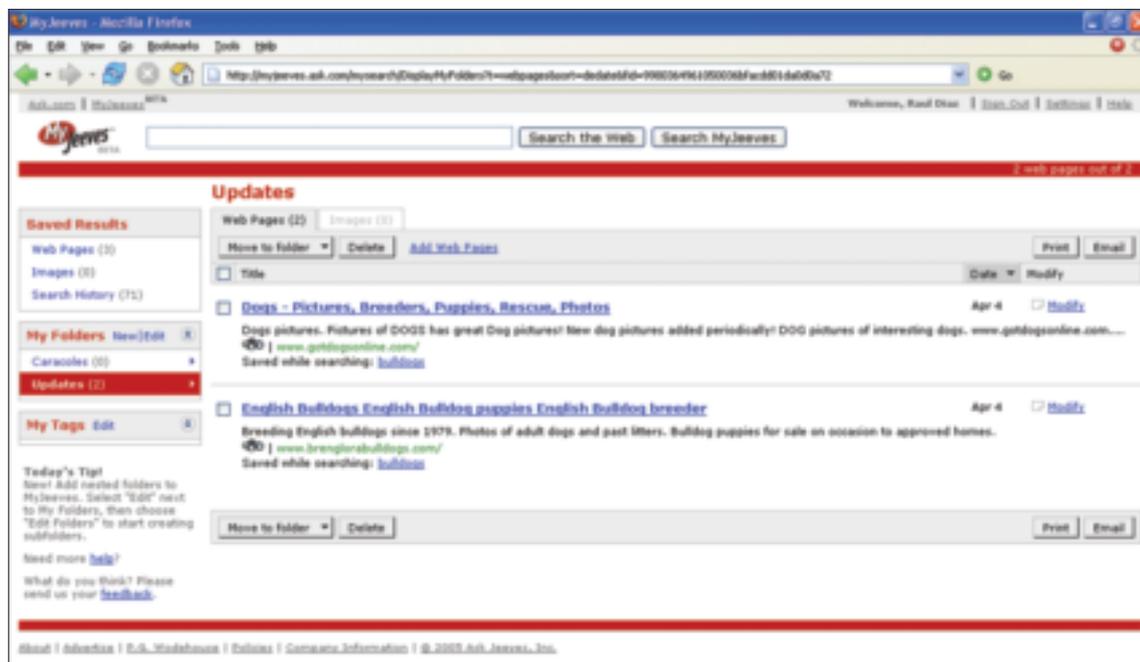
HISTORY

In 1996, the Internet was still a bit of a mess. Difficult to navigate and growing rapidly, the Web was in desperate need of organization. In an attempt to create a more user-friendly way to search the World Wide Web, David Warthen, creator of a natural-language processing technology, joined forces with Garrett Gruener, a venture capitalist, to create Ask Jeeves.

The two search pioneers officially launched www.askjeeves.com in April 1997, and the next year the company followed with Ask Jeeves for Kids (www.ajkids.com) — a safe and child-friendly version of the original search destination that allowed kids to use the same great technology to delight their curiosity and imagination.

Since that time, Ask Jeeves has grown from a small organization to a global enterprise, launching





sites in the United Kingdom, Japan, and Spain, with plans for continued international expansion in the future.

Late in 2001, Ask Jeeves acquired Teoma — a proprietary, powerful new index search technology developed by scientists at Rutgers University. This Ask Jeeves technology searches and categorizes sites on the Web in a unique way, enabling it to find the most relevant results among the billions of pages on the Internet. Not only does Teoma find sites that are appropriate to a user's query, but it identifies which of these sites are authoritative on the search subject. To the person performing the search, this approach means Ask Jeeves provides the most relevant information for the search. Today, because of this approach, Ask Jeeves is recognized as one of the top search engines operating at a world-class level.

THE PRODUCT

The functional requirements of search are speed, relevance, and ease of use. Ask Jeeves takes a customer-centric approach and focuses on user needs, providing features and benefits that get

consumers better search results and get those results more quickly. It's about convenience.

As a great everyday search engine, Ask Jeeves is the starting point for many people when they need to find information and particular Web sites, compare prices, locate images, or get the weather. Whether using keywords or questions, users get the best sites and content for whatever they're searching for, delivered in an easy-to-use interface.

Millions and millions of queries a day are processed by Ask Jeeves' technology. Popular topics include travel, education, health, automotive, entertainment, finance, and leisure. Included at the site are a number of channels including picture search, news search, and local search — all developed to help users find the information they want.

RECENT DEVELOPMENTS

Ask Jeeves entered the local search vertical with a robust offering exposing local content and business data across the country. Ask Jeeves Local Search goes beyond simply providing address and telephone information to encompass over 2 million editorial and user reviews/ratings of local businesses.

Ask Jeeves was the first of the major search engines to introduce personalized search with its introduction of MyJeeves. MyJeeves enables people to create their own "Personal Web" as they search. The Personal Web is a compilation of search queries and search results that they can easily save, categorize into folders, annotate, and share. A free service, MyJeeves is seamlessly integrated into the Ask Jeeves search experience and does not require registration.

Ask Jeeves has also introduced desktop search, which searches a computer just like searching the Web, helping the user find files, emails, and information faster.

PROMOTION

In 2005, Ask Jeeves continues to maintain its high-profile presence across a range of media including TV, radio, and press, as well as online with integrated brand advertising, tactical promotions, and awareness campaigns. Major promotions of note designed to grow awareness, drive traffic, and increase frequency of use include a national TV campaign that embraces the company name with a "Don't Ask/Ask Jeeves" paradigm. The spots showcase various experts in a particular vertical who are approached by a consumer searching for information outside their area of expertise. The result is a comedic tension that finishes with the message, "Don't Ask this person. Ask Jeeves and get what you're searching for." The spots reinforce the site's ease of use and its fast, relevant results. An April Fools Day campaign parodied a human robot launch by announcing the release of the "Jeeves 9000" robot assistant; the purpose of the ad was to celebrate that while Ask Jeeves takes search seriously, it doesn't take itself too seriously.

BRAND VALUES

One of the reasons Ask Jeeves has established itself so quickly as a successful brand lies in the fact that the company and the site itself have a memorable character icon and personality that reflect the service it offers. As an information agent who has been instrumental in bringing the site to life, Jeeves embodies the benefit of this search engine: the commitment to delivering great everyday search results in an efficient and easy-to-use way.

THINGS YOU DIDN'T KNOW ABOUT ASK JEEVES

- Ask Jeeves is powered by its own proprietary technology that consumers rank favorably in independent, third-party studies.
- Ask Jeeves' character icon is a consumer favorite. In brand testing, the character is cited as a powerful and positive mnemonic device that reflects the personality and precision of the Ask Jeeves search and product experience.
- The phrase "Ask Jeeves" has entered the vernacular as a common response to searches for information.