



Press Release
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Euroseek and RealNames help Europeans navigate the Web the easy way

Euroseek and RealNames announce a Pan-European agreement for the deployment of Internet Keywords.

The co-operation gives the users of Euroseek.com the ability to search for specific websites using Internet Keywords; an Internet navigation system that transports people directly to locations on the web. This follows an agreement between Euroseek and RealNames Corporation.

- We are excited about the new search functionality that RealNames provides us as it will make navigating the Internet much easier and more comprehensive for our users, says Catherine Sahlgren, CEO of Euroseek.
- Partnering with leading portal companies, such as Euroseek, allows even more users who are looking for the easiest way to navigate the web, to use Internet Keywords. Internet Keywords allow users to type familiar words or phrases into search engines like Euroseek.com, and go directly to where they want to go. It's as simple as 'type in the name, go to the place', says John Tomany, CEO of RealNames Europe.

To use Internet Keywords in the Euroseek.com search engine, users simply type an Internet Keyword (i.e. a company, product or brand name) into the search box. If an Internet Keyword is available, Euroseek.com will feature the RealNames result at the top of its search results. The user simply clicks on a selected Internet Keyword to go directly to the web page for the information they are seeking.

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Euroseek (www.euroseek.com) is one of the leading European Internet services. Euroseek provides Internet access with wireless/fixed broadband connection, portals with their own search engines, information, multimedia, entertainment, services and e-business for all Europeans. The Euroseek portals and their content are made uniquely for all European countries and in 39 languages. Euroseek has its head office in Stockholm and the group has 65 employees, with a portal traffic of some 43 million visits per month.

RealNames Corporation (Internet Keyword: RealNames, or www.realnames.com) is a market leader in Internet Keyword navigation, develops and markets products and services that simplify web navigation, transform brands into interactive response vehicles, and increase relevance of search results. RealNames' products and services are used in Europe by leading brands and Internet companies and have been integrated into Microsoft's Internet Explorer browser, as well as by leading portal, directory and search services such as MSN, AltaVista, Terra, Voila, Fireball, UKMax and Euroseek to complement directory look-up and search results. Founded in 1996, RealNames is based in Redwood City, California with offices in New York City, London, Hamburg, Tokyo and Seoul.

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