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Infovell Debuts Powerful Research Engine at DEMOfall 08

New Research Engine for the Deep Web Gives People Access to Highest Quality Information

SEPTEMBER 8, 2008 – Menlo Park, CALIF – Infovell today unveiled its research engine for the Deep Web, that vast and rich collection of information hidden from today's standard web search engines. Available initially on a subscription basis, Infovell gives users access to hard to find, in-depth, expert information spanning Life Sciences, Medicines, Patents, and other reference categories with more to be added over time.

A common frustration of people trying to use the Internet as a research tool is the amount of time spent seeking information relevant to their research projects. According to a University of California at Berkeley study, less than 0.2% of the web has been indexed by traditional search engines. Infovell breaks through this surface web and gives people visibility into the Deep Web, allowing its users to discover high quality, expert information from a wide array of public and subscriber-only content. Infovell lets users quickly access, organize and share the quality information they seek – information that is often hard to find, hidden in the abyss of the Deep Web.

KeyPhrases™ Instead of Keywords

Infovell was founded by two scientists who worked on the Human Genome Project. Applying techniques developed during their two decades of experience in bio-informatics, Infovell's new research engine is based on its KeyPhrase™ algorithm which indexes all words and phrases, which is 15x more information capture than traditional search engines. This increased information allows Infovell to extract greater meaning and relevance from documents. Traditional search engines, on the other hand, often rely on techniques such as page ranking to help prioritize results. However, page ranking is primarily determined by popularity. Infovell cuts through the web's popularity contest, delivering comprehensive results prioritized by substance, not by page views. The research engine ranks results purely on how closely the content matches what the user is looking for.

"Because of barriers like registration pages, search boxes on web pages, or subscription requirements, conventional search doesn't even begin to scratch the surface of the information that is available on the web," said Sue Feldman, IDC's VP for search technologies. "Infovell's research engine reduces the complexity of writing queries, and gives users an easy way to

organize and manage their research data. It makes search even easier than today's web search engines do because of its browsing and "More Like This" features, and combines that ease of use with the high caliber content from proprietary research databases."

As with genomics, Infovell's research engine is not constrained by language or scale. The technology works in any language and can handle queries up to 25,000 characters, thereby removing the challenges of writing a query for a complex topic. Instead of requiring a user to guess at the right keywords or construct the right Boolean query, Infovell enables a user to cut and paste a paragraph, or even an entire article, and simply click a "More Like This" button in order to find all related results. And Infovell comes with filtering and visualization features allowing users to quickly and easily sort through results and find exactly the information they need.

"Not only is Infovell opening up the Deep Web to people trying to do research on the Internet, we're doing it in a way that actually accelerates the research process," said William Park, CEO of Infovell. "Infovell's research engine enables users to easily sort, organize and share their information, which in turn translates into efficiency and cost-savings that research professionals will eagerly embrace."

With Infovell, users will be able to take research to a new level:

- **Better information:** Users will have access to the best information from the surface web, all the way down to the Deep Web.
- **Easier to use:** Users will no longer have to describe what they are looking for in three words or less. Infovell takes the complications out of writing a query. Start with a few words, or cut and paste an entire article as the query. From there, users click "More Like This" to find all related articles and results.
- **Faster finding:** Infovell comes with tools and features that allow users to sort, filter, share, and save their queries and results. They can also accelerate their time to discovery by organizing their results into visual folders or setting up Alerts to notify them of new findings.

Infovell's research engine will be available beginning September 22 as a premium service for individual researchers and corporations who are seeking more affordable access to expert information. The Company is offering a risk-free trial through its website www.infovell.com. Later this year, Infovell will be beta-releasing a free version of its research engine on a limited basis for those individuals who want to search the Deep Web but don't have the need for some of the advanced features available in the premium version.

About Infovell

Infovell is the world's research engine for the Deep Web. Infovell unlocks the vast and rich collection of information that is out on the web, but is hidden from today's search engines. Using Infovell, people find the in-depth, high quality information they need to answer tough research questions. The company is headquartered in Menlo Park, CA, with offices in Shanghai, China. To learn more about Infovell, go to www.infovell.com or call 1-888-271-8355.