

News Release, October 1st, 2008

Local Companies Join Forces on New Zealand Search Mission to Make Local Websites More Accessible

NZS.com, the largest searchable directory of New Zealand websites, and SLI Systems, a Christchurch-founded company providing international search solutions to Fortune 500 companies, have combined technologies to provide unique features for searching and analysing the New Zealand web.

With over 80,000 website listings, NZS.com is on a mission to map the New Zealand web. The site has been building for seven years while steadily growing its directory listings, search features and a dedicated following of NZS.com users. SLI Systems' learning search technology is enhancing the directory search results to improve quality and relevancy.

Mark Rocket, Internet entrepreneur and NZS.com Company Director says: "New Zealand's web is an ideal size to have a manageable human-edited and categorised directory that combines the power of targeted search results. NZS.com is taking a New Zealand-centric approach by combining the classic web directory model with new technology and local knowledge. Most Kiwis don't realise the wealth of quality online content we have here in New Zealand because many local websites remain forever invisible, lost in cyberspace, and as a consequence do not reach the web visitors they were designed for."

NZS.com is about 'New Zealand Search' for all categories of websites. In addition to business and shopping sites, the NZS.com directory includes education, health, government, media, recreation, science and society sites. NZS.com's search tool queries 80,000+ directory listings which are supplemented by over 5.5 million indexed New Zealand web pages. Rocket says: "SLI Systems' Learning Search technology is a powerful addition to NZS.com's search functionality. The more the search tool is used, the smarter it gets."

Shaun Ryan, Chief Executive Office of SLI Systems says: "Partnering with NZS.com provides an excellent opportunity to showcase our search technologies while enhancing NZS.com's proposition of being the country's leading searchable directory of local websites."

"NZS.com provides the means for New Zealand companies to lift their web presence. Adding SLI's search technology will enable users to more quickly access what they are looking for on the site and deliver more relevant results," Dr Ryan said.

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New Zealand websites can receive a free category listing with NZS.com. As well as website listings, NZS.com offers a wide range of content areas such as site profiles, articles, blogs and job listings. Over the past 12 months Nielsen//Netratings has consistently ranked NZS.com in the top 35 most popular sites in New Zealand.

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About NZS.com

NZS.com is the largest searchable directory of New Zealand websites, with over 80,000 listings for businesses, organisations and individuals from throughout New Zealand. NZS.com is about New Zealand Search for categorised content and a Kiwi-centric approach to analysing the New Zealand web space. NZS.com aim to offer a unique search experience, that complements other search options, designed for viewers seeking a human-edited window to the New Zealand web.

About SLI Systems

SLI Systems is the developer of learning-based search and navigation technology for corporate Internet sites, e-commerce destinations and consumer Internet portals that Searches, Learns and Improves the user experience. SLI Systems' hosted site search and user-generated SEO (http://www.sli-systems.com/site_champion.php) solutions empower businesses to enhance customer satisfaction while increasing sales, reducing costs and yielding valuable customer information. Unlike traditional search software, SLI Systems' patented technology continuously 'learns' from the behaviour of visitors over time to deliver more relevant results. SLI Systems is a privately held company, with offices in Silicon Valley, London, and Christchurch, New Zealand. For more information, visit www.sli-systems.com, or see the company's blog at <http://blog.sli-systems.com/>.