FOR MORE INFORMATION, CONTACT:
John Snedigar, Faultline Communications
john@faultlinecomms.com / 408-705-7518

Infovell Powers up its Research Engine for the Deep Web

Adding Content from Major Publishers of Deep Web Information

SEPTEMBER 22, 2008 – Menlo Park, CALIF – Infovell today announced general availability of its research engine for the Deep Web – the 99% of the Internet currently overlooked by conventional search engines. On the heels of a successful company launch at DEMOFall 08 in San Diego two weeks ago, Infovell officially lifted the curtain on its research engine for users who preregistered for the service. In addition, today Infovell announced that it has reached agreements with several major publishers in the science and medical communities, greatly enhancing the scope of content indexed by Infovell's research engine.

"In two short weeks since rolling out the company, we've received a flood of registered users eager to use our engine to dive into the Deep Web," said William Park, CEO of Infovell. "We're excited to flip the switch and make our research engine available to the public."

Interested individuals who haven't yet signed up for Infovell are invited to sign up for a risk-free 30-day trial at www.infovell.com. Once the trial period expires, those users will have the opportunity to enroll at an early adopter rate of $45 per month.

Infovell's Index Continues to Grow
With something as vast as the Deep Web, sourcing the right information is paramount. To that end, Infovell goes directly to the source of the industry's leading articles, journals and information-rich databases. By partnering with the publishers that create and control access to this valuable information, Infovell is able to reach parts of the Deep Web that other search engines simply cannot access. Infovell has recently added content to its index from a number of major sources, including:

Annual Reviews provides the worldwide scientific community with an expert synthesis of the primary research literature for 37 focused disciplines within the biomedical, life, physical and social sciences. *Annual Reviews* publications are among the most highly cited in the scientific literature. Infovell's index of *Annual Reviews* literature includes articles from 1932 through the present.

BioOne is the product of an innovative collaboration between scientific societies, libraries, academe and the private sector, resulting in a sophisticated collection of core research across the biosciences. Infovell's index of *BioOne* content provides insight into a uniquely valuable aggregation of the full texts of 155 high-impact bioscience research journals from 113 society publishers.

Mary Ann Liebert, Inc. has been universally acknowledged for publishing authoritative peer-reviewed journals, books and trade magazines in the most promising areas of biotechnology, biomedical research/life sciences, clinical medicine and surgery, including the *Journal of Palliative Medicine*, the *Journal of Alternative and Complementary Medicine*, and *AIDS patient Care and STD's*.

SAGE Publications is a leading international publisher of journals, books and electronic media for academic, educational and professional markets. Since 1965, *SAGE* has helped inform and educate a global community of scholars, practitioners, researchers and students spanning a wide range of subject areas including business, science, humanities, social sciences, technology and medicine. *SAGE* publishes more than 485 journals, including those of more than 245 learned societies and institutions, including the *American Journal of Sports Medicine*, *Angiology* and *Clinical Pediatrics.*

Life Sciences News includes breaking stories in biotechnology, medical research and science from major online news bureaus like The New York Times, Forbes.com, CNN, Financial Times and Reuters, as well as open-access industry websites like Nature, WebMD, Pharmaceutical Online and Genetic Engineering News.

A new section of reference sources includes all of *Wikipedia*, along with information from government and other public agencies. These include clinical evidence about medical efficacy and safety, clinical guidelines and price information.

Dive into the Deep Web

Conventional search is adequate for most casual web surfing, but falls short when it comes to mining the Deep Web for highly specialized content. By working directly with publishers of some of the most coveted information within the Deep Web, Infovell is able to uncover content that other engines cannot reach. Using Infovell's KeyPhrase™ algorithm, 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 is available now 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 30-day 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.