

16th April 2007
FOR IMMEDIATE RELEASE

MEDIA RELEASE

Funnelback Launches New Search for Telstra

April 2008 - Telstra has gone live with the Funnelback Hosted search service for its telecommunications site, www.nowwearetalking.com.au. Search on the site covers content contained in forums, blogs and online discussions as well as user stories and questions. The Funnelback technology is deployed as a fully outsourced solution which is managed by the Funnelback team of search experts.

Funnelback's CEO, Brett Matson says, 'Funnelback search will enable those interested in telecommunications to easily find the right information. Funnelback's context aware ranking algorithm enables the search engine to target the correct results because it's tuned to the specific structure and content of the Telstra web-site. The Funnelback categorisation feature also allows users to navigate through the search results to find the content they're looking for.'

nowwearetalking's Chief Editor, Jeremy Mitchell says, 'Our agreement with Funnelback provides our shareholders and customers with the opportunity to keep informed and participate in good debate about the future of telecommunications in Australia. Funnelback technology is now playing an important role in the telecommunications dialogue and in keeping the debate informed.'

About www.nowwearetalking.com.au

nowwearetalking is a telecommunications site which encourages discussion and debate on important telecommunications issues.

About Funnelback

Funnelback offers Web and Enterprise Search Engine solutions. The Funnelback search engine has a world class result ranking algorithm at its core, which can be tuned to the specific information retrieval needs of its clients. Its core technology is used on a daily basis by organizations such as the Australian Government, Westpac Banking Corporation, the Australian Broadcasting Corporation, the Australian Securities Exchange and ninemsn.

Funnelback is a subsidiary company of the CSIRO, Australia's premier scientific research organisation with over 6,500 staff.

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