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MEDIA RELEASE

Funnelback signs deal with American TV network - PacificNetwork.tv.

21st November 2008 - PacificNetwork.tv has launched the Funnelback SaaS Hosted search service for its web and video library: <http://pacificnetwork.tv>

PacificNetwork.tv is an American TV and internet network of nine master channels based in Hawaii. The network offers a range of TV programs focusing on Native Hawaiian issues and stories, with themed programming and information distributed to the world. The company archives all programs on their website available via the 'Store'. They also provide printed articles, radio programs and movies.

The fully hosted SaaS search service provided by Funnelback searches over the web site as well the network's extensive video library collection. Results are categorized into 2 groups, webpage results and audio / video results with direct links to available footage.

Mr Stuart Beil, Funnelback's General Manager says "PacificNetwork.tv has great website and video library content and they wanted an easy to use and effective search solution that would unlock the value of their online assets by helping users find and use relevant online content. Funnelback is pleased it can drive and continue to add search value for PacificNetwork.tv."

Edgy Lee, Founder & CEO of PacificNetwork.tv says "We created PacificNetwork.tv as a platform that bridges the Pacific region with the world. When we began working with Funnelback we found efficiency, high quality work, and the kind of attention we often find lacking from companies that live around the corner. Our experience has been a virtual pleasure."

About Funnelback

Funnelback is a leading edge technology company offering 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. It is used on a daily basis by millions of users and many organizations in Australia and around the world, including the Australian Government, Wetspac Banking Corporation, the ABC, the ASX, ninemsn, NRC Canada, Staffordshire University and PacificNetwork.tv.

For further information
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