



Funnelback Pty Ltd  
ABN: 34 116 105 296

Phone: 1300 65 58 52  
Fax: 1300 65 58 59

Building 401 b  
Clunies Ross Street  
Black Mountain ACT 2601

[www.funnelback.com](http://www.funnelback.com)

## **MEDIA RELEASE**

### **Savvy CIOs impressed by MIS Rising Star Funnelback**

November 2008 - Funnelback has been awarded "Rising Star" status in this year's MIS Strategic 100 Annual Edition.

Funnelback was one of only 25 companies in Australia and New Zealand to be awarded MIS Rising Star status.

MIS magazine said these companies "show signs of seriously influencing the way technology is bought or deployed. These companies can expect rapid growth, to make acquisitions, be acquired or otherwise significantly increase their presence in the market place over the next 12 months. This is an early warning to take note of companies that are already impressing savvy CIOs."

Brett Matson, CEO of Funnelback says, "It is an honour to be recognised by so many leaders in the ICT industry. This recognition belongs to the great work and dedication of Funnelback staff and our fantastic customers".

Companies were chosen for awards based on the nominations by a panel of judges composed of analysts and CIOs from across the region. Simon Smith, CIO of News Digital Careers (CareerOne) and Tom Worthington, Fellow, Australian National University were two of the judges on the award Panel.

Go to: <http://cio.co.nz/cio.nsf/str/BD96F72DADBF04D0CC2574F2007B5949> to read the full article on Funnelback.

#### **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 CareerOne, the Australian Government, Wetspac Banking Corporation, the ABC, the ASX, ninemsn, NRC Canada and Staffordshire University.

[www.funnelback.com](http://www.funnelback.com)

For further information  
Contact: Brett Matson, CEO  
Phone: 1300 65 58 52 or +61 2 6246 4542