

## Transaction News - FAST Search

Fast Acquires AgentArts, Bolstering Company's Industry-Leading Search Experience

Personalization and Recommendation Engine Analyzes User Behavior, Providing Superior Relevancy and One-to-One Marketing Opportunities

Needham, MA — July 3, 2007 — Fast Search & Transfer™ (OSEAX: FAST.OL)(FAST™), the leading global provider of search technologies today announced the acquisition of AgentArts, Inc., a leading personalization and recommendation technology company. By adding personalization and recommendation capabilities to the FAST product line, which includes the market-leading FAST Enterprise Search Platform (ESP), FAST ensures that its customers in the mobile, media, entertainment, ecommerce and knowledge discovery markets can quickly capitalize on the most innovative and effective methods to engage users while maintaining their competitive edge.

AgentArts' patented technology translates various types of user activity into meaningful content relationships which then power a wide variety of recommendation features.

The technology provides the ability to understand online user habits and to recommend content and promotions based on user patterns, as well as enabling social recommendation and Web 2.0 features — such as enabling consumers to discover and explore valued content via insight from other people with similar interests.

"People not only want search to offer up relevant information, they also want and expect their favorite online services to understand their unique needs and provide different ways to discover additional relevant content," says Andrew Coates, co-founder and chief executive officer of AgentArts. "When you marry the world's most powerful search engine, FAST ESP, with our recommendation and personalization technology, you can now offer the digital industry a powerful one stop solution to get their information in front of the right person at the right time."

Already tried and proven within the mobile sector, AgentArts has demonstrated its acumen by providing recommendations to millions of online and mobile consumers, further validating that it is a perfect match to the FAST ESP, the most scalable and bullet-proof enterprise search platform available on the market.

"People are social and want to find like minds and discover new information and products relevant to their lives, this is the reason why search relevance has emerged as a key differentiating factor for online businesses," says Bjorn Olstad, chief technology officer for FAST. "We believe that this trend will only accelerate as digital users clamor for community and social recommendation, and traditional businesses struggle to adapt. Through the acquisition of AgentArts, we continue to provide companies with innovative ways to stay ahead and provide the hyper-relevant, hyper-personalized experience people demand."