

## Entireweb Search Engine Partners with Metamend Software & Design Ltd.

**HALMSTAD, SWEDEN - July 29, 2004 - WorldLight** today announced it has signed an agreement with Metamend Software & Design Ltd. that will provide Entireweb Express Inclusion to its clients.

Entireweb is an Internet search engine founded in May of 2000 as a test-platform for a new search technology developed by WorldLight.com Inc. In a short period of time Entireweb has become a highly popular European search engine. Entireweb's highly scalable search engine technology is designed for maximum performance and relevant results and makes use of textual analysis, web page popularity, and much more to provide highly relevant search results to users and partners. Entireweb users can choose to search in more than thirty languages or within a specific continent or on a specific domain or a combination of them all. The company is based in Halmstad, Sweden.

Metamend specializes in the development and implementation of search engine optimization technologies and services. The company is regarded by many as a world leader within the SEO field. This marks the third direct alliance with a search engine the company has formed within the past six months, and the fourth overall.

Entireweb and Metamend will perform an exchange of services whereby Metamend will offer an Entireweb pay-for-inclusion module to its Client base while Entireweb will accept Metamend submissions as a pre-approved SEO standard, meeting all the requirements of Entireweb's robots and spiders resulting in expedited acceptance within Entireweb's search index.

VP of BizDev, Max Andersson, described the benefits the arrangement brings to both companies. "We are very happy about this and we believe this will help us to continue grow towards the goal to become a major search engine. We are also excited about this cooperation with Metamend since this will benefit both companies and together, I'm sure we can offer a great service to our customers, says Max Andersson"

Metamend CEO, Richard Zwicky, watching as his company expands to both the UK and Europe within the past month expressed these sentiments. Entireweb offers excellent search results to its clients. In the process of reaching this agreement, Entireweb reviewed our work, and found it to be wholly consistent with the requirements of their search engine; We try to work hand in hand with the search engines, to ensure the relevance of their results. Its in our interest, and in the search engines interest." On the industry as a whole,

Zwicky continued, "Its really quite extraordinary to see how quickly our SEO technology is being adopted and accepted around the world. We are adding partners and clients on a daily basis. I think we have finalized five distribution agreements and been nominated for a "Product of The Year" technology award all within the past few weeks. The search industry is certainly heating up," continued Zwicky. "It seems everyone involved in the search industry is in a maneuvering position these days. The market has become aware that search results are the brand of the Web and if you are not found, your brand has no meaning. A Company whose brand is not well positioned in the search engines, has no brand. This growing awareness is finally reaching the natural or organic search market - 90% of search traffic is not from paid listings, its from the search results. Its a very busy time for the search technology industry, and It shows no signs of slowing down."

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