

IINET PARTNERS WITH GOOGLE

28th September 2006 – iiNet announced today a partnership with world leading search engine provider Google to add Google search services to the iiNet website.

As a first step in the partnership, iiNet will add Google Web Search to the iiNet website to give iiNet members a single portal for iiNet account tools, webmail and Google search.

Using AdSense technology, search results pages will be monetised by displaying Google ads that are targeted to the user's query - providing useful information for the user, and a new revenue stream for iiNet.

GM of Marketing Linda French said the partnership with Google was a natural fit for iiNet.

“Google has always led the way in innovating the online experience and the majority of iiNet members already use Google as their primary search engine,” she said.

“With the largest ADSL2+ network in Australia, iiNet delivers online information faster, while Google makes it easier to find what you’re looking for.

“By working together we believe we can continue to enhance our members’ internet experience and we look forward to further customising our member portal with access to more Google tools and services.”

Richard Kimber, Google’s managing director of sales and operations for South East Asia, said Google's search and targeted advertising will improve the user experience on iiNet, while also providing iiNet with a new revenue opportunity.

“This agreement also adds iiNet to the Google AdSense Network and extends the reach for Google AdWords advertisers to another high quality partner website.”

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About iiNet

iiNet is one of Australia’s Internet service pioneers, having begun in Western Australia in 1993. iiNet has built a reputation for providing innovative, quality and value Internet products, and friendly 24-hour customer service and support.

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