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CloserLook Search Services Announces Partnership with Mamma.com

A leader in Invisible Web search technology CloserLook Search Services Inc., www.closerlooksearch.com, announces a licensing agreement with Mamma.com Inc, supplying deep Web technology to Mamma.com's Health Search. The application is being released (i...

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(PRWEB) June 25, 2005 - A leader in Invisible Web search technology CloserLook Search Services Inc., <http://www.closerlooksearch.com/>, announces a licensing agreement with Mamma.com Inc, supplying deep web technology to Mamma.com's Health Search. This powerful and innovative Internet search tool will help you find detailed information on health related topics. The application is being released (initially in Beta version) on Mamma.com's health search site <http://www.mammahealth.com/>. This site combines Mamma's metasearch technology and user interface, and is powered by CloserLook's deep Web search technology.

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Mamma.com's Health Search is not just a general Internet search as seen on many search engines. This state of the art search application makes it possible for anyone to simply type in a medical term and get a detailed report within a few seconds. The search results are not previously cached or stored. They are obtained in real-time, directly from the sources. A brief description and definition of the term as well as the causes, symptoms and treatments available for the medical condition are exposed in the search results giving the user a lot more than just a URL list. Links are provided so that one can get in-depth information from multiple sources.

"The search process today is often tedious when the user is looking for specific information ", says Sumithra Jagannath, president and founder of CloserLook. "Search engines are quite useful in providing the user with a list of sites that might contain information they are looking for. However, they do not assemble and present this information in a user-friendly fashion. Our partnership has transformed the current search experience in this vertical into one where users can get the information they want with one click.

"It's the fastest, easiest way for Internet users to find in-depth, non-biased information on any health-related topic. We don't just deliver 'close' results, but results that are dead-on accurate - and handpicked from multiple, credible medical sources from across the Web" says Guy Faure, CEO of Mamma.com.

"The entire Internet Search industry is looking for ways to tap the potential of the Deep (Invisible) Web," says Ms. Jagannath. She goes on to add, "CloserLook's deep Web medical search application comes right in the middle of that undertaking and Mamma.com has been the first to license this product."

About CloserLook Search Services Inc.:

CloserLook Search Services Inc, formerly GOA Technologies, is a leading provider of search services for key business information not accessible through traditional Web search engines. Based in Montreal Canada, the company specializes in invisible web search applications for b2b and consumer markets. The company has recently entered the U.S. market and has opened an office in Columbus, Ohio.

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About Mamma.com Inc.:

Mamma Media SolutionsT is focused on providing first-rate quality information retrieval on the Internet through its metasearch engine and is a leading provider of integrated marketing solutions to online advertisers. For more information, visit <http://www.mammamediasolutions.com/>.

Statements contained in this press release, which are not historical facts, are forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks and uncertainties that can cause actual results to differ materially from estimated results. Such risks and uncertainties are detailed in the Company's filings with the United States Securities and Exchange Commission and the Ontario Securities Commission and include but are not limited to the extent to which the results of the SEC investigation or the purported securities class action lawsuits negatively impact the Company. The Company expressly disclaims any intent or obligation to update any description of the scope, focus or subject matter of the statements in this press release.

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