



HighBeam™ Research Selects ContextWeb

ContextWeb to Serve HighBeam Research Users with Highly Relevant Contextual Ads

NEW YORK – June 6, 2005 – ContextWeb, a leading provider of high-precision, real-time contextual advertising solutions, today announced an agreement with HighBeam Research, Inc., operator of an online research engine for individuals (www.highbeam.com) that fills the gap between free search engines and high-end information services. Under the terms of the agreement, ContextWeb will provide highly relevant contextual advertisements on the HighBeam Research Engine.

As users of HighBeam Research conduct online research, ContextWeb will display the latest and most relevant ads using ContextWeb's real-time technology, ContextAd™. These ads will display on HighBeam Research's extensive archive of 33 million premium articles from quality publications, including 3,000 respected newspaper, magazine, book, journal and transcript publishers, that is updated daily with more than 20,000 new articles.

Joseph McWilliams, Jr., vice president of advertising for HighBeam Research, said, "We selected ContextWeb because of the company's unique contextual advertising technology, which includes the ability to index in real-time. This is key due to the size of our index and we are pleased to have found a partner that can read an article in real time and deliver contextual ads against the topics covered in the article. ContextWeb will help us improve the user experience and maximize the revenue opportunity for HighBeam Research."

Jay Sears, vice president of business development and publisher relations for Context Web, said, "ContextWeb is very pleased to welcome HighBeam Research to its network of Web publishers. ContextWeb is able to provide HighBeam Research an out-of-the-box solution with our real-time indexing capability."

ContextAd is the industry's first real-time and fully-automated solution, enabling instant analysis of Web site content and matching of contextually relevant advertisements with the highest appeal to viewers.

ContextAd can serve contextually relevant advertisements to the most motivated potential customer in as little as 20 milliseconds. ContextAd uses both content and keywords for analysis and matching, delivering unprecedented accuracy, ensuring four to six times greater likelihood that advertisements will be clicked and lead to sales.

About HighBeam™ Research, Inc.

HighBeam™ Research, Inc. operates an online research engine for individuals, filling the gap between free search engines and high-end information services. By delivering sophisticated research tools with convenient access to the free Web, paid online services and its proprietary HighBeam Library archive, HighBeam Research empowers individual researchers to efficiently find, organize and share answers. HighBeam Research is located at www.highbeam.com.

About ContextWeb

Based in New York City, ContextWeb provides high-precision, real-time contextual advertising solutions guaranteed to maximize the results and impact of online advertising. ContextWeb's patent-pending ContextAd is the industry's only real-time and fully automated solution that can serve contextually relevant advertisements to the most motivated potential customer in as little as 20 milliseconds. ContextAd uses both categories and keywords for analysis and matching, delivering unprecedented accuracy, dramatically extending audience reach and significantly increasing sales conversion rates. Additional information on ContextWeb can be found at www.contextweb.com

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