

19 March 2009

Manager of Company Announcements  
Australian Stock Exchange Limited  
Level 6, 20 Bridge Street  
Sydney NSW 2000  
By: eLodgement

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## **OPERATIONS UPDATE**

Ansearch Limited (ASX: ANH) is pleased to provide a brief update on operations:

Searchworld, a division of Ansearch Limited (ASX: ANH) has completed preliminary paid trials of provision of search advertising feeds to publisher networks primarily located in the United States. The volume of search advertising queries generated during the trial exceeded expectations and, as announced previously, drove higher than expected revenues during the December 2008 and January 2009 trial period. The results of the trial demonstrated a significant ongoing revenue opportunity for the Company.

Following the trial period, and in response to the new demands of the leading search advertising companies for higher quality search queries from all partners in major geographic markets like the United States, Searchworld embarked on the development of a proprietary system for measuring and controlling the volume and quality of click traffic received from publisher networks and provided to the advertising networks. The first phase of the new platform was introduced into the Searchworld network during February and has demonstrated excellent results in controlling search query volumes and significantly improving the quality of search traffic driven to our upstream partners. The new platform will be further developed and enhanced over the coming months after which Searchworld believes it will have a technology platform that is unique in the industry.

Management deliberately scaled back the volume of search queries Searchworld processed in February to consolidate the capabilities of the new platform, which will be important to the ongoing growth and stability of the division's revenue. With the new platform now operational, and the resultant quality improvements acknowledged by our advertising partners, the Company expects that revenues in the Searchworld division in March and April will be greater than the pre-trial run-rate, and that the Company will see a return to the levels of revenue seen in the December 2008-January 2009 trial period by May or June 2009.

Other divisions of Ansearch have continued to perform well over recent months.

Webfirm performed above expectations over the traditionally slower summer months, and amid a wider market slowdown is maintaining its sales levels in Perth, with additional growth expected to come from the east coast. Mr Matt Chamley has been appointed General Manager, Western Australia, and the head of Webfirm Mr Andrew Beecher will return to Melbourne to drive the east coast growth.

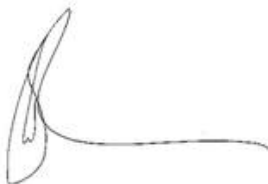
The Ansearch Media division has stabilised over the past three months, and is receiving good interest from large advertisers seeking to take advantage of Ansearch's exclusive arrangements to provide advertising on the system of Navteq maps.

Due to the deliberate scaling back of search queries processed by Searchworld in February, group third quarter revenues will be softer than those in quarter two, yet still higher than the four previous quarters. With the introduction of the new Searchworld platform, revenues are forecast to quickly recover and exceed those achieved in the second and third quarters.

The internal cost reduction program has been successful with overheads tracking significantly lower than budget and cash tracking in line with expectations. To further our overhead reduction plan, we are in the process of moving our Corporate Head Office to South Melbourne and our Sydney and Perth offices to new

locations. These moves will be completed during April, and these along with earlier cost reduction exercises means we anticipate finishing the year with overheads being 20% lower than budgeted.

The rebranding of Ansearch Limited to Webfirm Group Limited is progressing and will occur in April after the Easter Holidays.

A handwritten signature in black ink, consisting of a stylized, looped initial 'D' followed by a horizontal line extending to the right.

David Burden  
Chief Executive Officer

**Contacts – Ansearch Limited:**

**David Burden CEO**  
**Ph: + 61 3 8695 9164; 0407 44 33 44**  
**Email: [david.burden@ansearch.com](mailto:david.burden@ansearch.com)**

**Damian Element CFO/Company Secretary**  
**Ph +61 3 8695 9104; 0416 286 642**  
**Email: [damian.element@ansearch.com](mailto:damian.element@ansearch.com)**