



AN UPDATE FROM ECCELLIO

November, 7th 2009

Dear Eccellio User,

In the last months we worked hard to improve our services. As Eccellio user you deserve the best and we are both proud and thrilled to unveil in the next days some major improvements in Eccellio:

- a brand new logo
- a redesigned user interface
- a major upgrade for our Goomatrix engine

The Goomatrix engine is Eccellio's core technology, it's the heart of Eccellio. Goomatrix crawls the Web to find the most updated websites for our filters (that we love to call "slices"). This new version improves the accuracy of the result with the most updated data from the Web. You will be able to find more, writing less. As you may know we love to call Eccellio as "Google simplicity with one additional single-click".

We started Eccellio in April 2009 as a small project. We started with a bunch of users using our services. Eccellio is growing a lot and after only 7 months we have about 10,000 unique visitors per day. In the last months we have also signed a deal with Acclaim Communications that bought 15% of Eccellio shares. This has given us a boost in our activities, both in our R&D than in the marketing and communication activities.

All of us in Eccellio want to express our gratitude to be part of our growing Eccellio community. We also invite you to provide your feedback, we hear every single feedback from our users.

We hope you will enjoy the new look of Eccellio and we look forward to build a long-term relationship with you.

Sincerely yours,

Ron Bernas

CEO and Founder, Eccellio

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