



## Press Release

# Similarpages.com receives seed financing round

**Milan, December 22, 2008.**- 360° Capital Partners has signed an agreement for a seed investment in **similarpages.com**, Italian company created to develop an innovative generalist search engine based on the concept of “research through affinity”

360° Capital Partners will invest in **similarpages.com** to provide immediate funding to develop the new service in version beta. In return, 360° Capital Partners will obtain a significant minority stake of the company.

**similarpages.com** is built around *PageAffinity* a proprietary algorithm created by Pietro Borradori and Marco Laurita, founders of the company. *PageAffinity* is based on an innovative interpretation of the concepts of affinity/similarity, methodology used both for the internet index, on which the engine operates, and the results ranking logic.

The algorithms of **similarpages.com** prefer, through the analysis of the web page, the content and not only the “popularity” of a website, in this way enabling the user to discover web resources that otherwise would remain absent or banished to the last research pages in a traditional engine.

**similarpages.com** it's not taking the place of a traditional search engine like Google, Yahoo, Msn, but integrates with them by offering the user new services in a unique and innovative way. **similarpages.com** addresses all the International internet users presenting itself as a free service for in depth studying and general research.

The online searching reference market in 2007 is worth 21.6 billion dollars, with a growth of 25% compared to 2006. Projections point out the achievement of 50 billion dollars in 2011. In October 2007 the number of single users making researches online was 755 millions with an average growth of 33% compared to January 2007. (Source: *Interactive Advertising Bureau (IAB) and PricewaterhouseCoopers- Comscore 2008*)

“ There's a real desire to improve the searching on line. Similarpages.com takes shape as a new way to surf the internet “long tail”, bringing light to new similar sites and web resources that otherwise would remain absent . We bet on this innovative way to better exploit the knowledge on the web” , said Paolo Gesess, General Partners of 360° Capital Partners.

### About 360° Capital Partners

**360° Capital Partners** ([www.360capitalpartners.com](http://www.360capitalpartners.com)) is an European venture capital firm investing at '360 degrees' in innovation i.e. innovative and high growth projects/companies mainly in Italy and France. With more than €100 mln under management, the fund operates through its offices of Milan and Paris and is managed by a very experienced team with more than 50 years of cumulated experience in the industry and with more than 60 venture capital investments realised in 8 different countries.

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