

ne News Page

News Release

14 April 2011

Experts talk to City audience about search engine penalties

UK, London – News navigator One News Page is holding an early evening City seminar tonight at the Andaz Hotel, Liverpool Street, to an audience of financial analysts and journalists. The seminar topic is search engine penalties and the risks they pose to quoted companies, and the host is Ray Snoddy, the media sector journalist and BBC TV presenter.

One News Page, a global news navigator website which suffered a lengthy Google penalty, has brought together experts from the US and UK to discuss the detrimental consequences of search penalties and explain how penalties could affect investments in smaller quoted companies.

The speakers include Bob Sakayama, TNG/Earthling Inc (New York), one of the world's leading experts on search penalties and a market leader on penalty handling, will provide background on search penalties, the effects to online enterprises and how to manage the risk.

Tim Cowen, from law firm Sidley Austin LLP, is an expert on EU and UK competition law, and will talk about how the online marketplace is distorted chiefly through the over-dominance of Google in search.

Tariq Ahmed of online marketing firm Adrac Ltd will present a case study on the impact of an accidental search penalty, and why traffic penalties can be applied unfairly.

Dr Marc Pinter-Krainer, ex AIM-quoted company CEO and founder of One News Page, will discuss investment risk in online businesses and also highlight his Have I

Been Penalized..? campaign to introduce transparency measures on penalties.

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Notes to Editors

Search engine penalties are designed to restrict visibility of 'illegitimate' websites, such those involved in spamming.

But search engines can also inflict penalties accidentally, as AIM-quoted Media Corp found to its cost a couple of years ago. It said it lost an estimated £1m in revenues after a two-year penalty drastically reduced searches to a couple of its sites.

About "Have I been penalized..?"

The new "Have I been penalized..?" campaign at www.haveibeenpenalized.com asks leading search engines such as Google to introduce three transparency measures on penalties.

- First, to bring in a simple mechanism that tells the site owner that they have suffered a search penalty
- Second, to establish a communication mechanism which allows site owners to find out more about the nature of the penalty
- Third, to instigate a fast and efficient appeals process if site owners wish to challenge the penalty

The campaign is spearheaded by One News Page, a news aggregator which suffered an eight-month Google penalty, causing a 96% fall in Google organic visitor traffic to its site. The campaign is supported by ICOMP, the Initiative for

a Competitive Online Market Place, an industry consortium promoting fairer competition on the Internet.

For further information, please access the campaign website at <http://www.havebeenpenalized.com>

About One News Page

One News Page is an international news navigator website featuring original news coverage and syndicated news content from major trusted news sources around the world. The One News Page portal provides users with a powerful search engine to locate relevant news coverage easily. Users are referred to the source website directly by clicking on a news headline.

One News Page Sites:

- Global » <http://www.onenewspage.com> (English Language)
- United States » <http://www.onenewspage.us> (English Language)
- United Kingdom » <http://www.onenewspage.co.uk> (English Language)
- India » <http://www.onenewspage.in> (English Language)
- Australia » <http://www.onenewspage.com.au> (English Language)
- Deutschland » <http://www.newsdeutschland.com> (Deutsche Sprache)
- Global » <http://www.paginanoticias.com> (Idioma español)
- España » <http://www.paginanoticias.es> (Idioma español)
- México » <http://www.paginanoticias.mx> (Idioma español)

About ICOMP

ICOMP, the Initiative for a Competitive Online Marketplace, is an industry initiative for businesses and organisations involved in the online marketplace. Its overall objective is the sustainable growth of the Internet and key goals are to encourage competition, transparency, data privacy and respect for intellectual property rights as well as the adoption of best practices to promote creativity, innovation and trust.

Over 50 companies, trade associations, consumer organisations and individuals have endorsed ICOMP's principles. These members represent 14 countries across Europe, North America and the Middle East.

ICOMP is funded by member contributions as well as sponsorship from Microsoft. Burson-Marsteller acts as its secretariat and Lord Alan Watson is ICOMP's Chairman.