

**FOR IMMEDIATE RELEASE:**



**Cox Newspapers Selects Endeca to Power New Search Capabilities on Atlanta-Journal Constitution and Other Top News Sites**

*Leading News Publisher Adds Guided Search To High Value Online Services*

**CAMBRIDGE, Mass. – February 13, 2006** – Endeca, the leading provider of Guided Navigation®, Search and Analysis solutions, announced today that Cox Newspapers, Inc. has selected Endeca's platform to power numerous applications across its many popular news properties. Starting with its largest paper and site, the Atlanta-Journal Constitution ([www.ajc.com](http://www.ajc.com)), Cox Newspapers will begin to use Endeca's solutions to offer cutting-edge capabilities on popular, high value services, such as shopping, jobs, real estate, automotive, and more. The new Endeca-powered services, which will debut later this spring on the AJC.com site, will be rolled out to other Cox Newspapers sites in the coming months.

The deal follows Endeca's recent [agreement](#) with leading British publisher Guardian Newspapers, and Endeca's official unveiling of new Information Access Solutions for [Media & Publishing](#), both announced in late-November 2005.

While the debate in news publishing continues over the right balance of free content vs. premium content, services like classifieds and job listings have proven themselves as extremely popular, revenue-generating vehicles and perfect cross-medium complements. Publishers, facing competition from other regional dailies and Internet pure-plays, are increasingly looking for ways to enhance these high-value services.

"Services like shopping, job listings, autos and other classified verticals are incredibly important to both our visitors and our business," said Leon Levitt, VP/Digital Media, at Cox Newspapers. "Our ability to consistently deliver a superior user experience is a critical component in attracting readers, buyers and sellers, alike. Endeca gives us the flexible platform which we can use to quickly and consistently deliver this superior experience, where it's needed most."

Endeca's next-generation search and information access solutions help users search, browse and compare listings and information by all of the desirable and required criteria that is available. For example, a job seeker, looking for an opportunity in finance types "junior accountant" into a search box. With a traditional search engine they would be forced to manually sift through a long list – in many cases multiple pages -- of all the job listings that mentioned "junior accountant." Frustrated, the job seeker begins to add more keywords, such as location, salary, etc., hoping to trim the list down. But now, the engine returns only a "no results found" message. With Endeca, the original search returns a list of all the jobs, and offers a variety of ways to hone in on only the most desirable by exposing related criteria. For example, key criteria such as location, salary, years of experience, hours, employer, benefits, etc. – all derived directly from the listings themselves – are now exposed as valid refinement options. So rather than having to

guess the perfect query, the system simply guides the user through the process, always exposing and offering valid next steps.

“Successful regional daily publishers like Cox have incredible advantages over pure play Internet services, including regional awareness, cross-medium exposure and brand credibility. The key is converting these advantages into revenue opportunities,” said Steve Papa, founder and chairman of Endeca. “By investing in the user experience – in the places it matters most – publishers are seeing remarkable returns that impact both top and bottom line goals.”

#### **About Endeca**

Endeca’s award-winning Guided Navigation, Search, and Analysis solutions help organizations integrate, discover, and navigate enterprise data to solve business problems associated with information overload. Endeca’s customers include a wide range of enterprises, including retailers (Barnes & Noble, The Home Depot, Wal-Mart); financial services (Bank of America, MFS Investment Management, Putnam Investments); manufacturing and distribution (IBM, Arrow Electronics, John Deere); media and publishing (World Book, The McClatchy Company and IHS) and government (the Library of Congress, NASA, the National Cancer Institute). Endeca is a private company headquartered in Cambridge, MA. More information: [www.endeca.com](http://www.endeca.com) or [info@endeca.com](mailto:info@endeca.com).

#### **About Cox Newspapers**

As one of the nation’s largest newspaper publishing enterprises, Cox Newspapers now produces 17 daily and 25 weekly newspapers. The company also operates direct mail businesses, distributes classified advertising publications, customized newsletters and owns one-third of a newsprint manufacturing business. Total circulation for the company’s newspapers reaches 1.2 million each weekday and more than 1.6 million on Sundays.

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Media Contacts:

Craig VerColen  
Endeca  
+1-617-577-7999  
[cvercolen@endeca.com](mailto:cvercolen@endeca.com)

Donna Murno  
Racepoint Group, Inc.  
+1-781-487-4612  
[dmurno@racepointgroup.com](mailto:dmurno@racepointgroup.com)