



MARKET LOCATION

Press release

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MARKET LOCATION OFFERS ITS B2B DATA TO LICENSE

Market Location today officially announced that its data universe is available to license. In its latest licence deal with Interchange Inc., Irvine, California, USA (Nasdaq: INCX), owner of Local.com, a leading local-search engine, Market Location will be providing business data for the company's UK version of its Local.com website.

Powered by Market Location data, web users are able to search the UK version of the Local.com search engine for businesses, products and services in their local area. UK.local.com has launched in beta mode in the UK, and is an extension of Interchange's highly-successful www.local.com service in the United States. Market Location will continue to update the local.com database with refreshed data to ensure that the highest quality information is available to all UK Local.com visitors.

Market Location's wholesale model brings true choice to the market. With 2.3 million site-based records and 4 million contacts across Britain, Market Location is making its data universe available to license in its entirety. Flexible licensing terms mean that organisations can easily integrate the b2b data universe into their own systems however big or small their usage requirements.

Typical wholesale data users include Voice and Online Directories, Satellite Navigation operators, Mapping and GIS, CRM software vendors, Commercial Property Planners, and 3G operators among others. Market Location data can be included, for example, as

points of interest in Satellite Navigation systems and on 3G mobile phones for location-based services, as well as help commercial property planners decide which shops to open where based on existing commercial outlets and pedestrian footfall.



“As Market Location is now a b2b data owner, we are extremely flexible in terms of our product and service offering,” said Patrick Bradshaw, partnership director at Market Location. “We have full confidence in the quality of our data. With directory enquiries in particular, each record is checked individually and Local.com for example tested a number of data providers and found that our data achieved a very high accuracy rate for telephone numbers. – 38% better than the nearest competitor.

“We use a more intelligent updating process and as a result our b2b data universe is more comprehensive and of higher-quality than any other. It is therefore well suited to be published or integrated within other product offerings, giving organisations access to more meaningful data, which in turn enables them to provide their clients with a robust end-to-end solution,” added Bradshaw.

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About Interchange

Interchange Corporation (NASDAQ: INCX), owns Local.com (www.local.com), a leading local search engine (ranked #79 in U.S. website traffic with 6.2% reach—July 2006 comScore). Local.com attracts more than 10 million monthly unique visitors seeking information on local businesses, products, services and people. Powered by the company’s patent-pending Keyword DNA® and local web indexing technologies, Local.com provides users with targeted, relevant local search results. These results include special offers from local businesses, reviews from other users, local businesses’ website links, maps, driving directions and more. Businesses can advertise on Local.com with subscription, pay per click, banner and pay per call ad products.