



findingDulcinea, Librarian of the Internet, Launches in NYC

Whittles down millions of search results to a manageable handful

NEW YORK, Nov. 27 /PRNewswire/ -- findingDulcinea, Librarian of the Internet, announced today that it is formally launching the beta version of its new Web site <http://www.findingDulcinea.com>. A press conference will be held tomorrow, Wednesday, November 28 at 11:00 a.m. at the company's headquarters at 475 Park Avenue South, 28th floor, in Manhattan.

"A recent survey showed that 85 percent of all search queries fail; the user tries and tries again, but eventually succumbs to search-engine fatigue," said Mark Moran, CEO of findingDulcinea. "Our Web site is the cure."

If you conduct an online search for "mortgages," for example, the search engine returns more than 80 million results. After surfing through the first five or six Web sites, your eyes glaze over and you hear buzzing in your ears. Even if you remember what you were looking for in the first place, it is unlikely you will find the sites with the most credible and comprehensive information among those 80 million results.

findingDulcinea's staff of expert researchers has spent more than 50,000 hours to find the most credible and informative Web sites for hundreds of topics. Unlike other human-powered Web directories, findingDulcinea also provides concise and informative annotations about each link. These notes create an instructive, comprehensive guide to the topic, and help the user determine, before clicking through, whether the recommended link is likely to answer the question.

"Our staff has already done the heavy lifting required to critically assess more than 100,000 Web sites and to separate the wheat from the chaff. It's akin to asking a librarian for the best books on a specific topic," said Moran, a former longtime executive of 24/7 Real Media, a pioneering Internet advertising company.

"Many search engine users mistakenly believe that the most informative and credible sites are always those that appear first in a search engine's results," Moran said. "The rankings are often more of a popularity contest than a "best-of" list. findingDulcinea actually gives Web users the endorsed results they think they are getting from search engines," he said.

findingDulcinea, which is adding new topics daily and plans foreign-language versions as well as vertical versions next year, is separated into three distinct sections. These sections are woven together with a common purpose of untangling the Web, freeing it of clutter, and spotlighting sites that matter.

The "Web Guides" section explains hundreds of topics. A user selects a broad topic, such as Home Buying, Yoga, or Career Advancement; Web Guides

provides annotated links to the best sources of information on the topic. The Guide also reveals a list of sub-topics that may more precisely address the user's query.

"Beyond the Headlines" provides insightfully chosen links to multiple sources of information on compelling news stories. It also collects opinions, reviews the top players, and provides historical context, offering readers a 360-degree view of each story.

"Most people don't have the many hours necessary to gather information and fully satisfy their questions concerning the news; our writers do. Reading a typical news story may leave you with more unanswered questions; we aim to answer them all," said Moran. "And while we assist our readers in arriving at an informed opinion about a subject, Beyond the Headlines strives to remain objective."

The third section, titled "Netcetera," features all that's entertaining and topical on the Web, including tasteful humor, profiles of inspiring people, virtual tours of diverse locales, and weekly articles that examine widely discussed issues.

The name "findingDulcinea" is derived from the fiction classic Don Quixote, about a delusional, ever-optimistic adventurer who believes a simple peasant woman is the beautiful queen Dulcinea. Although she is not as he imagines her, his belief in her beauty keeps his quest alive. And those who quest for information, who search endlessly on the Internet, will be helped by findingDulcinea.

Visit <http://www.findingDulcinea.com> for more information.

About findingDulcinea

findingDulcinea is the Librarian of the Internet. It employs human insight and judgment to transform the Internet's vastness into understandable, comprehensive guides on a wide array of subjects. It brings credible, quality content to the fore, making the Internet a more efficient discovery tool. Founded in 2006, the company is headquartered in New York City. For more information, please visit <http://www.findingDulcinea.com>

findingDulcinea: Librarian of the Internet.

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