



PRESS RELEASE

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SKIMBIT LAUNCHES FIRST SOCIAL DECISION-MAKING TOOL

Skimbit (www.skimbit.com), the world's first social decision-making tool, announced today its beta launch. The free service is designed to manage the results of your internet research by skimming the best bits of sites you like, and presenting your findings in a manner that makes it easy for friends and family to collaborate and make a group decision.

Rather than copy and paste web links into emails and sending to friends for feedback, which can be a cumbersome and messy process, Skimbit skims the title, description, image, and decision-making criteria of options you find, and presents all these findings on one page for others to compare, analyse and rate. Skimbit then automatically aggregates this feedback, and presents the results in a fun graphical way, so a group decision can be easily made.

Skimbit is ideal for all sorts of group decisions, like organising accommodation for holidays with friends, or picking bridesmaid shoes for your wedding. It is also invaluable for other decisions in your life, like researching the best baby bassinet or plasma TV to buy.

In fact, studies suggest that amidst the changing landscape of how consumers research purchase decisions, it is the perfect time for a tool like Skimbit:

- 88% of adults conduct some sort of online research prior to making a decision¹
- 83% of internet users use the internet to research their holidays²
- 77% of home buyers use the internet to research their decision³

Skimbit founder and CEO Alicia Navarro said: "Skimbit can finally put to rest those endless email conversations sharing links to flats to rent, debating which flower arrangement to pick for a wedding, or deliberating over home improvement options. Skimbit makes this process so much easier and manageable."

Skimbit.com's revenue model is based on contextual advertisements and embedded search. Skimbit presents its ads in a non-intrusive way that actually helps users with their decision making. As users of the Skimbit service are actively researching prior to making their purchase decisions, these ads are welcomed as evidenced by the click-through rates (CTR) are significantly higher than other applications and content sites, averaging at 5% CTR across the site.

¹ "How America Searches: Online Shopping," iCrossing, based on Harris Interactive® poll, August 26-30, 2005

² Prospectiv's Consumer Preference Index poll, June 2006, www.prospectiv.com

³ National Association of Realtors, January 2006,
<http://www.realtor.org/PublicAffairsWeb.nsf/Pages/HmBuyerSellerSurvey06>

Skimbit has also launched Skim-in-a-box™: a pioneering platform for creating fully customisable white-labelled instances of the service for other portals and companies to license and offer to their own users. Skimbit recently announced the launch of its first client using Skim-in-a-box: Wedding TV now offers Decision Manager on <http://decisions.weddingtv.com>, helping its users through the stressful and time-consuming task of planning a wedding with the input of their partner, family and friends.

Alicia Navarro continued: "For businesses, Skim-in-a-box is a unique way to increase their site's stickiness, appeal and revenue potential, without the cost or overhead of building and managing the service themselves. This is a first of its kind globally, and we anticipate other portals, and even concierge, production or interior decorating firms, using our services to quickly grow their business and brand."

Wedding TV's Claire Thrift said: "We are proud to be pioneering such an innovative tool which I'm certain will add a unique edge to our product and help us further grow our community."

Notes for Editors

About Skimbit

Skimbit was founded in mid 2006 by Alicia Navarro who started the company after becoming frustrated at trying to organising group holidays with friends over email. Alicia has created a service aimed at making busy people's lives simpler.

Skimbit doesn't try to change the way you normally search for things online, but once you do find things you like, Skimbit helps you skim the best bits from that site, so you can manage and act upon your findings easily and quickly.

Skimbit has two main product lines: Skimbit.com which is the free to the public service recently launched internationally, and Skim-in-a-box which is the white-labelled plug-in version of the Skimbit.com service, available for licensing by portals and other organisations.

Skimbit began in Australia mid-2006, and now has operations globally. Skimbit Ltd is currently owned and managed wholly by Alicia Navarro.

About The Wedding TV Channel

Need some love in your life? Wedding TV is the world's first channel devoted to love, relationships, celebrity – and weddings. This unique women's lifestyle channel is winning the hearts of an upmarket, young female audience.

Launched in Dec 2006, the channel broadcasts 24/7 on Sky channels 277 and 278 in the UK and Ireland.

Wedding TV also broadcasts in Poland, Russia and Turkey and is available online at Joost and Jalipo.

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