



More Than 100 E-Commerce Sites in Nine Countries Use Celebros' Leading Self-Learning Search and Navigation Solution

Santa Barbara, CA, May 16, 2006 – Celebros, Inc., the leading international provider of self-learning search and navigation for e-commerce sites, announced that the first quarter of 2006 closed with more than 100 online retailers live with their Qwiser™ Salesperson solution. Customers in nine countries – the US, the UK, Germany, France, Spain, Thailand, Portugal, Belgium, and Switzerland - include Avon.com, T-Online, Figleaves, Playboy.com, CarDomain, and Ice.com.

Accurate search results that facilitate purchases

Celebros' Qwiser Salesperson solution raises conversion rates and revenues for online retailers. Since online sales often start at the search box, Celebros' solution is geared first and foremost, to ensuring online shoppers receive accurate and relevant results in response to their queries – no matter how they phrase them.

Search that improves on its own

Celebros' solution incorporates a self-learning engine. Qwiser learns from shoppers' searches about their interests and purchases, and with this information, fine-tunes query results by *automatically* adjusting the display order of products for each specific query. For example, if on a certain site shoppers requesting "shirt" tend to buy blue shirts, the engine learns this and presents blue shirts at the top of the results in response to this query.

Serving e-commerce sites' search and search-related needs

Celebros' growth is due to the range of the Qwiser solution which includes analytics, machine learning (to automatically improve search) and a traffic building component. The latter, added during the past year, is responsible for getting customer sites top search engine placement. Most customers add Qwiser™ Traffic Builder to search engine optimization and marketing strategies they already employ; significant increases in qualified traffic reach their site.

Celebros' commitment to its customers and their goals drives development of services and solutions. Celebros 24x7 services enable site search to be hosted entirely at Celebros, easing hardware concerns for customers on one hand, and enabling store merchandisers to rely on Celebros account managers to customize search for their specific marketing needs, on the other.

Michael Crandell, Celebros Inc. CEO, said, "We are honored to be serving more than 100 customers – thanks to their support, 2006 should be a breakaway year for Celebros."

About Celebros

Celebros (www.celebros.com) is the leading international provider of self-learning search, navigation, and analytics solutions for e-commerce sites, headquartered in California. Through rewarding online search and navigation, Celebros solutions increase sales at e-commerce sites worldwide.

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