

## PRESS RELEASE

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### ITERASI RELEASES EXPANDED WEB ARCHIVING SERVICE

Import Bookmarks allows people to create one-click WaybackMachine

September 8, 2008 (San Francisco) – iterasi, a Portland-based startup that earlier this year released a free, browser-based web-based service to store, search, and share web pages, has announced today a new feature that offers people the ability to import their bookmarks from Firefox, Internet Explorer, delicious and other apps using the standard bookmark export format. In conjunction with iterasi's Scheduler, which automates the capture process on a daily, weekly or monthly basis, the new Import Bookmarks feature provides the first automated web capture and archival service for the Internet.

"We are responding to requests from our users to be able to make permanent records of the pages they've bookmarked," said Pete Grillo, CEO and founder of iterasi. "This feature was requested almost as much as a Mac version, which we delivered last month along with the Scheduler, so now with all these features, you truly have a Personal Wayback Machine at your fingertips."

Unlike bookmarking services, iterasi goes the next step to actually save all the details of a Web page on its servers in the cloud. This assures that the page saved by iterasi can be replayed in high fidelity a day, a month or a year later. Bookmarks count on links that point to pages, and over time the pages they point to can change and often disappear completely. Web users otherwise lack a reliable method to save, catalogue, search and share their Web experience.

iterasi wraps this core capabilities with a very powerful set of tools, among them:

*Search:* every page is indexed and searchable for Tags, Dates, Notes, and words within the text of the page. No other tool allows reliable searching of bookmarks, because iterasi alone accurately captures the page you select.

*Social Tools:* iterasi offers a complete set of tools to allow the sharing of a users Web experience including RSS, individual page embeds, a widget, email sharing, and public and private settings.

*Organizational Tools:* organize Web pages with Tags, Folders and Notes. Tags are collected into a Tag cloud for easy re-use across pages. We also suggest Tags based on the content of the page.

*The Scheduler:* in addition to saving pages as you see them, the Scheduler allows users to program iterasi to archive pages when they want and at what frequency. Like a private version of the WayBackMachine, iterasi can capture blogs, retail specials, social sites, and Websites that you may want to track for competitive reasons.

| Iterasi was founded in [May](#), 2007 and is based in Portland, Oregon. It is privately funded and the third high-tech company started by CEO Pete Grillo, who founded ProTools and WeSync. For more information, see [www.iterasi.com](http://www.iterasi.com).