



PRESS RELEASE

KallOut's First Public Beta Exhibits at TechCrunch50

KallOut – a new way to search using only your mouse.

San Francisco, CA, September 8 - 10, 2008 – KallOut will exhibit at the TechCrunch50 event in San Francisco.

Attendees of the TechCrunch50 conference will have their first chance to receive a personalized demo of the KallOut product from KallOut's founders Lee Lorenzen and Matt Lorenzen in the TechCrunch50 Exhibit area. Individuals interested in trying out KallOut themselves can download the first public beta version of the product at www.KallOut.com.

KallOut is a brand new way to search using only your mouse. Simply select text on any web page or document and KallOut puts you just a click away from the best the web has to offer.

KallOut is the first “**selection-based search**” system to free search from the browser and enable you to:

- **Find Information up to 10x Faster**
 - Selection-based search dramatically reduces the number of steps between you and the answers you seek
 - Search in context eliminates the need to copy/paste terms into your search engine and stops time-wasting typos
 - Invoking search without typing the search term keeps your hand on the mouse and saves you time
- **Search smarter with BestGuess™**
 - Over 100 million terms (and counting) have been pre-trained with BestGuess suggestions
 - Enjoy the serendipity of finding great content from suggested sites you don't normally visit
 - BestGuess suggestions are constantly re-ranked based on the wisdom of crowds and search context
- **Stay focused with Results in Context**
 - Avoid the disruption of opening a full browser window every time you want to search
 - Access the search results you need right next to where you need them
 - Search while you read or write without losing your place on the page

To view the KallOut Product Tour, go to www.kallout.com/product_tour.html.

About KallOut

KallOut is a new way to search using only your mouse. KallOut is the first application to bring “selection-based search” to any web page, email, presentation, document, spreadsheet or PDF. Unlike other search methods that are trapped inside the browser, KallOut serves up content from the most popular sites on the web inside floating information palettes (which we call KallOuts). Using only your mouse, you can now avoid the disruption of launching a browser and let KallOut bring you the best the web has to offer. Simply select text on any web page or document and KallOut does the rest.

KallOut, Inc. is a Delaware corporation that was founded in 2006 and is headquartered in Monterey, CA.

For more information, go to www.KallOut.com

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The new way to search... using only your mouse.



She sauntered through life as the most delectable sex symbol of the century and became its most enduring pop confection

By PAUL RUDNICK

- >> **Dubious Influences:** [Century's Villains and Antiheroes](#)
- >> **Five Captivating Romances:** [When Love Was the Adventure](#)

Monday, June 14, 1999

How much deconstruction can a blond bear? Just about everyone has had a go at [Marilyn Monroe](#). There have been more than 300 biographies, learned essays by Steinem and Kael, countless documentaries, drag queens, tattoos, Warhol silk screens and porcelain collector's dolls. Marilyn has gone from actress to icon to licensed brand name; only Elvis and James Dean have rivaled her in market share. At this point, she seems almost beyond comment, like Coca-Cola or Levi's. How did a woman who died a suicide at 36, after starring in only a handful of movies, become such an epic commodity?

Select any word or phrase to search with KallOut.

Find information up to 10x faster

KallOut delivers results up to 10-times faster than traditional browser-based search. Instead of going to a browser every time you need to search, simply select any word or phrase and get the results you want inside KallOut.

- Selection-based search dramatically reduces the number of steps between you and the answers you seek
- Search in context eliminates the need to copy/paste terms into your default search engine and stops time-wasting typos
- Invoking search without typing the search term keeps your hand on the mouse and saves you time

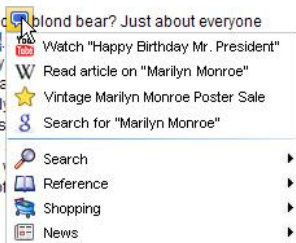
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Hover over the menu target and choose an item.

Search smarter with BestGuess™

The BestGuess system intelligently matches your selection with the most relevant content providers whenever you select a term. If you are unsure about a topic, there is a good chance that BestGuess will point you in the right direction.

- Over 100 million terms (and counting) have been pre-trained with BestGuess suggestions
- Enjoy the serendipity of finding great content from suggested sites you don't normally visit
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Enjoy your KallOut!

Stay focused with Results in Context

KallOut displays search results adjacent to your selected search term in floating information palettes. Seeing your results in context, instead of opening a new window, avoids the disruption of constantly switching between applications.

- Avoid the disruption of opening a browser window every time you search
- Access the search results you need right next to where you need them
- Search while you read or write without losing your place on the page

KallOut lets you bring the web's best content with you.



KallOut works with all of your favorite applications.



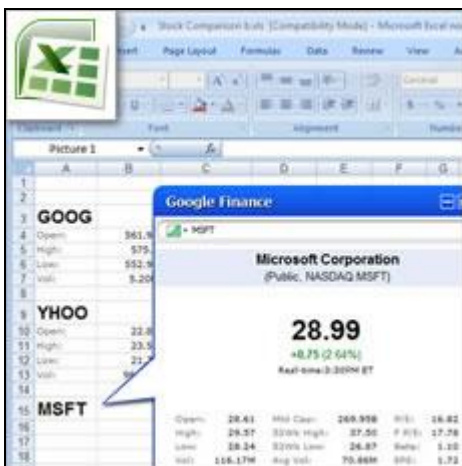
Internet Explorer / Firefox



Microsoft Outlook



Microsoft Word



Microsoft Excel



Microsoft Powerpoint



Adobe Reader