

Joongel launches a network of simple search tools to change the way we search the web today.

Via a network of web-based toolbars Joongel allows users to save time and find quality results from the top 10 websites in different subjects such as travel, shopping, images and music.

TechCrunch50 conference (San Francisco, CA), September 9, 2008 – Joongel Group Ltd. is to launch a public beta of simple web applications for searching and navigating the most popular sources on the Internet. With Joongel's web-based toolbars, users search via subjects for direct results from the ten most viewed websites of that subject to obtain the most relevant results quickly and easily.

With the internet becoming increasingly crowded, searching the web for relevant results is increasingly difficult. The concept of Joongel is to cut the long tail of websites in different verticals and focus on a small number of websites, which account for the majority of Internet traffic. Instead of presenting the user with an enormous amount of scattered results from different subjects and websites Joongel provides search results from the ten most viewed websites based on a specific subject.

Joongel founders, Dror Ceder and Daniel Tal envisioned a place where people can search easily to find relevant results in a matter of seconds. "Google's mission is to index the entire Internet; our mission is to organize that massive index in specific verticals," said Tal. "By using the Joongel applications the user saves time, finds quality information that is 100 percent relevant to their needs whilst acquiring the skills of a search expert," added Ceder.

Users can use Joongel through three different methods, a main destination website that aggregates multiple subjects, search plugins that can be added to the browser without installing anything and eight websites that are dedicated to specific niches such as travel, shopping and entertainment.

Joongel is an Internet venture of Joongel Group Ltd., a privately held New-Media company in Israel.

For more information, visit www.joongel.com or contact [press\(at\)Joongel.com](mailto:press@Joongel.com).