



**FOR IMMEDIATE RELEASE**

## **BLEKKO REPORTS 30,000 SLASHTAGS IN FIRST WEEK**

*New Search Engine Says Queries Soar Above 10 per second, Surpassing 1 Million Searches a Day*

**Redwood Shores, CA – November 9, 2010** – [Blekko](#), the new search engine that brings large-scale human curation to web search, today reported that users created more than 30,000 slashtags in the site's first week in public beta.

In addition, daily search volume for the first week averaged over 1 million queries per day. Blekko is also applying slashtags automatically on 8 percent of its searches, meaning users were seeing quality results from sites curated by human editors as opposed to general web results.

"We are flattered and obviously pleasantly surprised at the enthusiastic response to Blekko," said Rich Skrenta, CEO and founder of Blekko. "We're glad to have gotten off to a great start and we're thrilled about the new features we will be adding to the site in the next few weeks."

Blekko wants to build a volunteer army to help clean up web search, asking human editors to identify the highest quality sites for Blekko to search for every category. Blekko's initial goal is to identify the 50 best sites on the Web for the top 100,000 search categories.

Skrenta emphasized that Blekko editors will organize categories of content, not specifically edit every search on the site. Blekko editors can invite others to help build search categories and collaborate with teams and other Blekko users on a community platform. This platform allows for group editing and offers its own communication tools that facilitate collaboration.

The Blekko team has a deep history of organizing information and content on the Web. It's core team created the pioneering Open Directory Project, which attracted more than 80,000 volunteer editors who organized content on the Web into more than 1 million categories.

### **About Blekko**

Blekko was founded in 2007 to pursue innovation in search. The company has raised \$24 million since it's founding in 2007 from U.S. Venture Partners and CMEA Capital, as well as leading angel investors including Ron Conway, Mike Maples, Jeff Clavier, and Marc Andreessen. Blekko has 22 employees, including former Google and Yahoo! Search engineers.

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