

IAC's Local Connection

Market Opportunity

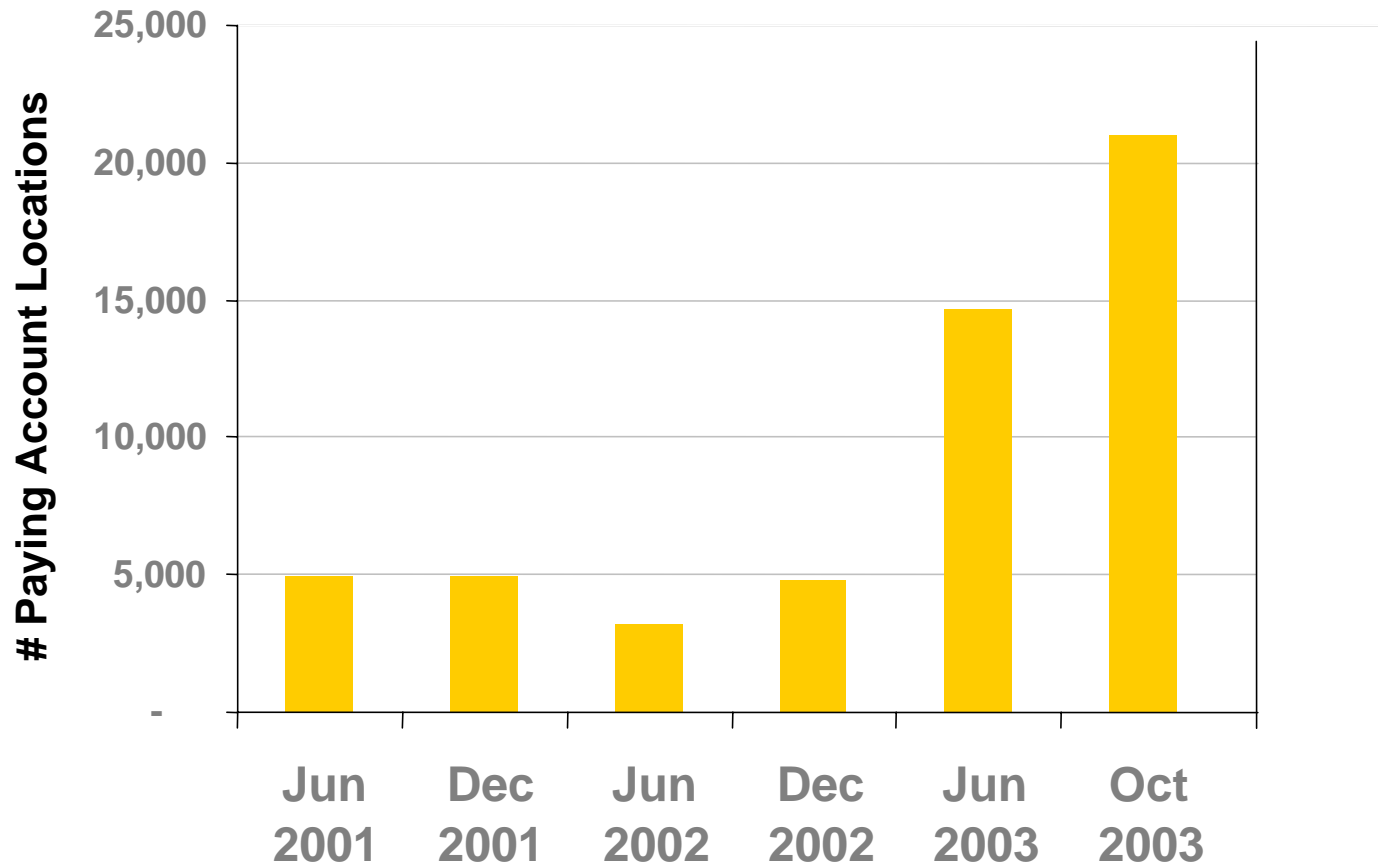
	2004	2008
U.S. National Advertising \$	\$163B	\$189B
Online Search \$	\$2B	\$4B
U.S. Local Advertising \$	\$96B	\$109B
Online Local Search Potential	>\$1B	>\$2B

Sources: Thomas Weisel, 10/03
Jupiter Research 8/03

Pay-For-Performance Merchant Model



Customer Trend



Positioned to Win

Key Product Attributes:

- Informed Decision Making
- Local Relevancy
- Consumer Oriented Information


Citysearch New York, NY Cityguide November 04, 2003

Home | Dining & Entertainment | Hotels & Travel | Classifieds | Yellow Pages | My Citysearch | Help


Change Neighborhood: | [Other Cities](#)

Only Restaurants (e.g., romantic restaurants)


Sponsor Results



Trattoria Dopo Teatro -- [Overview](#)
125 W 44th St, New York, NY
Italian food, beautiful indoor garden. Party rooms available.



Gabriel's -- [Overview](#)
11 W 60th Street, New York, NY
Homemade pasta and woodgrilled game. Wine Spectator Award of Excellence



Osteria del Gallo Nero -- [Overview](#)
192 Bleecker St, New York, NY
A touch of Tuscany in Greenwich Village.

Sponsor Results

Giovanni's Atrium
Click this ad for more information

Oso Buco
Giuliani's favorite family style Italian restaurant.

Pellegrino's
Popular for it's fresh pasta and homemade desserts

Federico's
Some of Manhattan's Best Old School Italian Food!

BICE Ristorante
Busiest & renowned. Northern Italian.

Angels
Enjoy homemade pasta & desserts at our Italian restaurant.

Le Madri
Homemade Italian by Pino Luongo

Search Results for "Italian" Results 1-20 of 206 | [Next 20](#)

All [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) Click to sort by: [Distance](#) [Rated](#)

Restaurant Name	Address	Distance	Rating
Ristorante Grifone -- Italian	244 E 46th St New York NY	0.8 miles	BEST OF ***** 9.7
Trattoria Del Corso -- Italian	19 W 55th St New York NY	0.7 miles	BEST OF ***** 9.5
Caesar's Restaurant -- Italian	58 E 34th St New York NY	0.7 miles	BEST OF ***** 9.4
Nanni's Restaurant -- \$\$\$\$, Italian	146 E. 46th St New York NY	0.8 miles	BEST OF ***** 9.4
Il Menestrello -- Italian	14 E. 52nd St. New York NY	0.6 miles	BEST OF ***** 9.3
Arno Ristorante -- Italian	141 W 38th St New York NY	0.3 miles	BEST OF ***** 9.2

Evite: Strong Core Growth; Expanding Service Offering

evite™
where the fun things are.

redENVELOPE What if the pilgrims forgot to bring gifts?

My Evite | Create an Evite | Find Get Togethers | Event Ideas

Local. Simple. Fun.
Find and post events and activities in your area.
Soccer Leagues
Get Started

Create

- Private Evites
- Public Evites
- Activity Listings

Find

Search for events and activities in your area:
 Select a category: All Categories
 Enter zip (or City, State): [] Go

Who needs an occasion?

redEN

My Evite

Login to view your user recommendations, a

Email: []
 Password: []
 Remember Me
 New to Evite?



The Destination for Local Events, Activities, and People

The screenshot displays the eVite website interface for a user named Larissa. The top navigation bar includes 'My Evite', 'Create an Evite', 'Find Get Togethers', and 'Event Ideas'. Below this, there are links for 'My Events', 'My Info', 'My Account', 'Address Book', 'Photos', and 'Reminders'. The main content area is divided into several sections:

- Hello Larissa:** A profile section with a photo and links for 'View My Info', 'Edit My Info', 'My Account', and 'My Inbox'.
- To-Do List:** A list of tasks including 'You have not verified your account', 'Fill out My Info', and 'Create an Evite or Listing'.
- My Favorites:** A section for 'People', 'Activities', and 'Events' with profile pictures of 'hikus', 'kareens', and 'kwsmile...'.
- My Calendar:** A calendar view for the week of November 4th to 10th, 2007. It shows 'My Evites' and 'Recommended Events' for each day.

Day	My Evites	Recommended Events
Mon 11/03	No events scheduled	Ultimate Frisbee (2pm Santa Monica)
Tue 11/04	No events scheduled	Asian Speeddating (8pm Westwood)
Wed 11/05	New Book Club in Weho (12pm Los Angeles)	MatRix RevoluTions!!! (8pm Hollywood)
Thu 11/06	No events scheduled	Kyoto Jazz Massive (7pm Venice)
Fri 11/07	Desert Sky ... Dream bene... (8pm)	Fashion Flea Market (2pm Culver City)
Sat 11/08	No events scheduled	Mehendi Exhibition (2pm Los Angeles)
Sun 11/09	No events scheduled	Color Me Mine Pottery (1pm Culver City)
- Find Events & Activities in your area:** A search bar with filters for 'All Categories', 'Anytime', and '90069'.
- My Upcoming Events:** A list of upcoming events with 'Cancel' buttons.

Date	Event Name	RSVP Count	Action
Fri 11/07	Desert Sky ... Dream beneath a desert sky	1 NEW RSVP(s)	Cancel
Sat 11/08	Allan's Scorpio Birthday bash!	6 NEW RSVP(s)	Cancel
- Listing Recommendations Table:** A table showing recommended events and activities based on user interests.

Listing	Date	Miles	Category	Popularity
Your Recommendations				
Tennis	Weekdays...	10.2	Tennis	[Progress Bar]
Outdoor Activity	Weekends	7.8	Travel	[Progress Bar]
Community				
Lift your hands in the air!	Weekdays	7.8	Volunteer	[Progress Bar]
testing geo activity	Anytime	20.0	Alumni/Reunion	[Progress Bar]
swimming	Anytime	5.2	Classes	[Progress Bar]
Discussion				
Mehendi Party	Sat, 11/04	44.1	Personal Growth	[Progress Bar]
Writing Group Meeting Tonigh...	Mon Evenings	6.8	Literary	[Progress Bar]
Arnie 'R Us	Fridays	7.8	Politics & Activism	[Progress Bar]

- Recommending events and activities based on user's interests

IAC's Brands

IAC/ Electronic Retailing



AMERICA'S STORE



IAC/ Ticketing

ticketmaster

TICKET WEB

reserve-
america™

IAC/ Personals

match.com®

update
.com

IAC/ Local Services

 Citysearch

 entertainment.

e-vite™

IAC/ Travel

 Expedia, Inc.

hotels.com

Hotwire.com

INTERVAL
INTERNATIONAL®
THE QUALITY VACATION EXCHANGE NETWORK™

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