



Source: Wanted Technologies Corp.

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## **WANTED Technologies to Launch Sales Intelligence Tools and Solutions Dedicated to the Real Estate Advertising Market**

**Montreal, CANADA. June 1, 2006** - Online data aggregator WANTED Technologies today announced the launch of sales intelligence tools dedicated to the residential real estate advertising market. Building on several years of providing sales leads and market data for recruitment advertising, WANTED has expanded its technology to capture and monitor residential real estate classified ads.

WANTED's first real estate product will be launched at the Newspaper Association of America's Real Estate Forum in Denver, Colorado next week.

This launch coincides with an anticipated spending increase in the online real estate advertising market. According to a 2005 report from [Borrell Associates](#), online real estate advertising spending was projected to reach \$1.8 billion representing a 55% increase over the previous year. An ever-increasing number of buyers and sellers alike are turning to the flexibility offered by the Internet to browse listings, helping them identify and compare available properties corresponding to their requirements in real time.

While newspapers continue to be the most-read source for home sales advertisements, media organizations across North America are looking for ways to capitalize on the needs of Web-savvy real estate advertisers, both in print form and online. Having access to intelligence information, such as the brokers with the most online listings in their market, will help classified ad departments remain competitive and prioritize their sales efforts.

"Many of our clients who have been successfully using our recruitment advertising solutions for years have been asking us to do the same for residential real estate advertising," said David Tanguay, CEO & Founder of WANTED. "We're excited to be able to meet that need and to provide tools to increase their revenues in a second and important category. The launch of this new vertical solution will enable us to double our product offering to our current client base."

For WANTED Technologies' clients, residential real estate advertising intelligence offers new opportunities, allowing them to expand their revenues and provide better services to the advertisers. Sales teams in newspaper classified departments across North America will have access to aggregated data that is relevant to their sales process. This data will enable them to

prioritize whom to contact first for both print and online advertising opportunities and will provide them a more thorough understanding of the residential real estate market on a macro level.

Information collected from the classified listings includes agent and agency contact information, Multiple Listing Service (MLS) number, property type, location, and listing price. In addition, WANTED is monitoring the number of listings by agent and the date each listing was first posted online.

**About WANTED Technologies**

[WANTED Technologies](http://www.wantedtech.com) (TSX: WAN) aggregates online classified ads from thousands of Web sites and currently delivers market data to 120 newspapers. WANTED's capacity to aggregate, sort and un-duplicate content from varied sources makes it possible to look at the market on a macro level and gauge trends in classified advertising. First in Recruitment and now Real Estate, WANTED continues to deliver business leads and relevant advertiser information to sales teams across the US. [www.wantedtech.com](http://www.wantedtech.com)

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