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New Searchmetrics Funding Round Raises Total to \$11M

Latest Infusion Led by Iris Capital

Berlin, Germany – Jan. 11, 2011 – Bolstering its role as a worldwide SEO software and search analytics market leader, [Searchmetrics](http://Searchmetrics.com) has secured new funding of \$6.75M through Iris Capital and current investors. The latest round brings the company's total monies raised to approximately \$11M. Searchmetrics' newest financing partner joins Holtzbrinck Digital and Neuhaus Partners in supporting the company's continued international expansion. The deal was inked the end of December and is pending approval of German anti-trust authorities.

With the enlarged financial base – provided by Paris-based Iris Capital, a pan-European growth capital fund manager specializing in media, communication and IT, along with Holtzbrinck Digital, one of Germany's leading Internet investors, and Neuhaus Partners, one of Europe's top venture capital groups – Searchmetrics is poised to broaden its global reach. In 2010, the Berlin-based Searchmetrics opened its U.S. headquarters and wholly owned U.S. subsidiary, Searchmetrics, Inc., in New York City and its U.K. headquarters in London, which are continuing the growth path established earlier in Germany, Austria and Switzerland.

In December 2010, Searchmetrics also launched Searchmetrics Suite 5.9, the latest version of its flagship cloud-based search analytics software for the enterprise that goes beyond traditional SEO tools by providing competitive insights and actionable recommendations for targeting SEO investments with predictable ROI. The new edition features Facebook Response Tracking, Unique Quick Analysis and Top Keyword Winners & Losers, to capture the growing competitive, social media and marketing needs of its customers.

"We have followed Searchmetrics' successful trajectory in the SEO and SEM arenas for quite some time. As the company is providing innovative cloud-based solutions to global enterprises that help to identify their untapped search marketing potential, we believe that Searchmetrics is very well poised to capture a leading market position," says Erkan Kilicaslan, Partner, Iris Capital.

"By teaming up with Iris Capital, one of the truly forward-thinking funding companies, we have found a like-minded partner that understands and appreciates the value of our search marketing focus and fully supports our global expansion goals," notes Dr. Horst Joepen, CEO, Searchmetrics.

About Searchmetrics

Searchmetrics delivers the most comprehensive, integrated suite of search analytics available to help companies move their web content into the top positions of all leading search engines. With one of the world's largest keyword databases enabled by a globally distributed cloud-based infrastructure that constantly refreshes the keyword data, Searchmetrics replaces conventional single-purpose tools and manual processes with an integrated cockpit of sophisticated search analytics views. The results are unprecedented competitive insights and actionable recommendations for targeting SEO investments with predictable ROI.

Headquartered in Berlin, with subsidiaries and offices in New York and London, the company delivers real web intelligence to a growing international customer base. You can follow Searchmetrics on Twitter @Searchmetrics or on Facebook at www.facebook.com/Searchmetrics. For more information, please visit: www.searchmetrics.com.

About Iris Capital

Iris Capital is a pan-European growth capital fund manager specializing in media, communication and IT. Since its inception in 1986, the Iris Capital team has invested more than €800 million. Iris Capital targets opportunities in service or technology companies seeking growth capital in order to realize their strategy. Iris provides active support to its portfolio companies on the basis of its strong sector specialization and experience. Based in Paris, the Iris Capital team has invested to date in 18 European countries.

About Holtzbrinck Digital

Holtzbrinck Digital is the Internet-investment arm of the publishing group Georg von Holtzbrinck and one of the leading Internet investors in Germany. Holtzbrinck Digital is a strategic management holding company, which provides hands-on support to its portfolio companies in developing their businesses. The portfolio of Holtzbrinck Digital currently consists of 20 firms, including strategic investments like VZ-Netzwerke, parship, MyHammer, gutefrage.net and myphotobook. The venture capital fund Holtzbrinck Ventures is also part of Holtzbrinck Digital.

About Neuhaus Partners

Neuhaus Partners GmbH is one of Europe's leading venture capital groups. It primarily invests in IT companies. Since its foundation in 1998, 57 investments have been made - Neuhaus Partners was the lead investor in 49 of these. Track record: two IPOs, 20 trade sales, three buy-backs, 10 insolvencies. Neuhaus Partners is now investing from its third generation of funds. Further details regarding Neuhaus Partners can be found at www.NeuhausPartners.com.