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Contact: John Connolly  
President / Partner  
Zenome  
1-514-572-0294  
[MediaRelations@Zenome.com](mailto:MediaRelations@Zenome.com)  
<http://www.Zenome.com>

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## **ZENOME -- A UNIQUE, PROFIT-SHARING, COMMUNITY-BASED WEB DIRECTORY**

### **Zenome Shares Profits with Its Editorial Community**

MONTREAL, CANADA Monday 22 August 2005 – Two university instructors have launched a Beta release of Zenome, a human-edited Web directory that allows free indexing. Highly innovative, Zenome is a social network with a social conscience as it pays ongoing commissions to category editors and enables editors to donate commissions to charity.

"Our goal is to be a comprehensive Internet directory that is built through collaborative effort. But instead of relying solely on the goodwill of individuals, Zenome shares advertising revenue with the people who contribute to its growth," remarks Zsolt Szigetvari, Zenome's founder. "This is our small way of giving back to the community."

John Connolly, Zenome's President, believes that Zenome's unique model will transform the way many Web directories interact with users, editors and advertisers not only through profit sharing, but also through the directory's ability to be interactive and self-organizing. "Our model uses advanced technologies that continually update and analyze the relevance of the results, based on searcher activity. Zenome is a new approach to directory search: one that is responsive to the needs of its users."

Szigetvari and Connolly also contend that human-edited directories offer their users true value. "That's why the community is such a key element of Zenome. Humans understand content and relationships between concepts in a way that machines simply cannot. Not only do our editors assure high quality sites, but they can create related categories. Information can be understood and utilized quickly, so that topics are timely as well as organized in a way that makes sense to the users," says Szigetvari.

### **About Zenome**

Zenome is a community-based directory that offers free site submissions and shares advertising revenue with editors. It provides simple, intuitive tools, allowing anyone to index their Web site. Promoting organic growth, Zenome is built on the adage that no one knows as much as everyone. Zenome is based in Montréal, Canada, and can be found at <http://www.Zenome.com>

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If you would like more information about Zenome, or to schedule an interview with Zsolt Szigetvari or John Connolly, contact:  
John Connolly: 1-514-572-0294  
Zsolt Szigetvari: 1-514-594-9371

Email: [MediaRelations@Zenome.com](mailto:MediaRelations@Zenome.com)  
<http://Zenome.com>