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# Lycos Selects Google AdSense for Content Ads

*Targeted Advertisements Enhance User Experience, Provide Additional Revenue Opportunities for Sites and Extend Advertisers' Reach*

**Waltham, Mass. and Mountain View, Calif. – September 30, 2003** – Terra Lycos (NASDAQ: TRLY and Madrid Exchange: TRR), the global Internet Group, and Google Inc., developer of the largest performance-based advertising program, today announced a multi-year agreement making contextually-targeted advertisements through the Google AdSense program available on selected sites throughout the Terra Lycos Network.

Google will provide relevant contextually-targeted ads to pages of Terra Lycos U.S. properties including Angelfire, HotWired, Lycos.com, Matchmaker, Quote, Raging Bull, Terra.com, Tripod, Webmonkey, WhoWhere and Wired. This agreement extends the reach for Google advertisers to a potential of tens of millions of Terra Lycos users in the U.S., while providing Terra Lycos additional revenue from its individual sites when users click on Google advertisements. Through AdSense, Lycos users will see advertisements targeted to the unique content of pages throughout the Terra Lycos Network.

"This agreement is a win for the publisher, the advertiser and the user with highly relevant, unobtrusive text ads enhancing the user experience and generating significant revenue," said Charles Theiss, vice president of Sales and Operations for Terra Lycos. "The Google AdSense program, with its unique targeting capability, is a great complement to our other ad delivery products."

"With the addition of Lycos, Google continues to add quality properties to the Google AdSense program," said Omid Kordestani, senior vice president of Google's Worldwide Sales and Field

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Operations. "As well as providing Lycos with an additional revenue opportunity and an enhanced experience for their users, Google enables its advertisers to reach some of the most valuable audiences on the web."

This alliance will leverage Google's contextual advertising to provide relevant text-based ads to Terra Lycos users with the relevancy of the ads being a high priority for both companies. The sites within the Terra Lycos Network offer a wide range of topics for Google's advertisers such as travel, finance, arts, music, entertainment, business, hobbies, dating, games and more. As soon as a Lycos page is viewed, AdSense identifies the meaning of a Lycos web page and then automatically serves relevant text-based ads to the viewer on the page. AdSense enables targeted ads to be served for a diverse range of web pages without distracting users with unrelated ads.

## **About Terra Lycos**

Terra Lycos is a global Internet group, with a presence in 40 countries in 19 languages. The group, which resulted from Terra Networks, S.As acquisition of Lycos, Inc. in October of 2000, operates some of the most widely visited Web sites in the US, Europe, Asia and Latin America, and is the largest access provider in Spain and Latin America. Terra Lycos network of Web sites includes Terra in 18 countries, Lycos in 22 countries, Angelfire.com, Atrea.com, Azeler.es, Educaterra.com, Gamesville.com, HotBot.com, Ifigenia.com, Invertia.com, Lycos Zone, Maptel.com, Matchmaker.com, Quote.com, RagingBull.com, Rumbo.com, Tripod.com, Uno-e.com and Wired News (Wired.com), among others. Terra Lycos, with headquarters in Barcelona and operating centers in Madrid and Boston, as well as elsewhere, is listed on the Madrid stock exchange (ticker: TRR) and on the NASDAQ electronic market (ticker: TRLY).

## **About Google Inc.**

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program, which is the largest and fastest growing in the industry, provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout North America, Europe, and Asia. For more information, visit [www.google.com](http://www.google.com).

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