

Press Release

November 6, 2003

Association of Independent Information Professionals Selects Google Toolbar for AIIP Technology Award

(BATON ROUGE, LA (November 6, 2003) -- The Association of Independent Information Professionals (AIIP) is pleased to announce that the Google Toolbar has been selected as this year's recipient of the AIIP Technology Award. The Fourth Annual AIIP Technology Award was awarded to Google at the Internet Librarian 2003 conference in Monterey, CA on Tuesday, November 4th. The AIIP Technology Award is given each year to the company whose product assists independent information professionals with their day-to-day operations in locating, analyzing, and organizing information.

The Google Toolbar is a free browser utility that enables users to search from any page on the web and offers pop-up blocking, web form filling, and a new Blogger button that makes posting to Blogger.com weblogs quick and easy. The Google Toolbar also allows the user to search just within the pages of a site and highlights search terms on a page. The AIIP Awards Committee selected the Google Toolbar based on its value-added and easy-to-use features that allow information professionals, who tend to be heavy internet searchers, to increase efficiencies and effectiveness in their online searches.

"AIIP wishes to recognize Google for adding value to its search engine with the Google Toolbar. AIIP members are committed to delivering value added information products and services, therefore we appreciate technology that helps us meet and exceed customer needs," said AIIP president, Cynthia Shamel.

About AIIP

AIIP was founded in 1987. Membership today includes nearly 700 individuals in 20 countries, and consists of owners of information-related businesses. AIIP members offer expert online, Internet, primary, and manual research; provide document delivery, database design, library support and consulting services; and include writers and editors. Members provide service to a wide variety of clients, ranging from small businesses to the Fortune 500.

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