

OBAMA - MOST WANTED MAN IN IRAN

Submitted by: 10 Yetis PR and Marketing

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In an outcome that will surprise many Americans, the World's leading people search engine can reveal that Barack Obama is the most searched for person in Iran.

The world's leading people search engine (<http://www.yasni.com>) has found that Barack Obama is the most searched for individual around the world and the most searched for person in Iran; suggesting that the Obama administrations' aim to position Barack as a global leader and build confidence across the world is working.

The statistics from yasni are based on 50 million searches in Q1 2009 from across the globe and despite media speculation surrounding the relationship between the US and Iran, the diplomatic approach that the Obama administration has adopted has resulted in a growing interest in Obama.

The results from www.yasni.com reflect a huge increase in searches for Obama from Iran in the last 3 months. The overall Top 5 searches for yasni.com worldwide are as follows:

1. Barack Obama
2. Michael Jackson
3. Nelson Mandela
4. Mugabe
5. Kaka

The most popular celebrity and the second overall most popular search is global star Michael Jackson who has recently announced details of his come-back and received increased media attention with regards to his forthcoming tour.

Brazilian football legend Kaka who has been in the spotlight lately for turning down the opportunity to play for Manchester City, was the most searched for sportsman worldwide and the fifth most popular search overall across the globe and he truly reflects the global appeal of football.

Steffen Ruehl, CEO and Co-founder of yasni said,

"Barack Obama is going from strength to strength according to our results and demand for more information about him has been growing by the day; this really reflects the increased global media interest in Obama and his ability to seamlessly become a citizen of the world.

"It is interesting to see the correlation between people from all across the globe; there may be thousands of miles between us but we all share an interest in politics, pop music and football!"

ENDS

Logo available on request

Further information about Yasni.com:

Emma Stockley, 10 Yetis PR (<http://www.10yetis.co.uk>)

Tel: 01452 348 211

E: emma@10yetis.co.uk

Note to Editors

About yasni.com:

yasni is the world's leading people search engine with 26 million page views each month and approximately 10 million visitors.

People search, which accounts for nearly one-third of all search queries on the Internet, is one of the largest online markets as more and more people turn to the Web to find information about old friends, co-workers, business partners, job applicants, neighbours, prospective mates and much more.

In just a few seconds, yasni provides a comprehensive overview of people and their associated networks, including contacts, pictures and other publicly available information.

yasni is also the ultimate resource to control one's online reputation and manage what information is available about them on the Web.