

Facebook buys shopping search engine TheFind

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Facebook on Friday waded further into e-commerce with the acquisition of shopping search engine TheFind.com.

"For the last nine years we've worked hard to bring you a shopping experience that's easy, efficient and fun—searching all the stores on the web to find just the right products you're looking to buy," TheFind said in a message at its website.

"We are now starting our next chapter by combining forces with Facebook to do even more for consumers."

Terms of the deal were not disclosed.

Members of TheFind team are joining Facebook, where they plan to put their technology to work making ads at the leading social network "more relevant," according to the post.

The acquisition will result in TheFind.com shutting down in the next few weeks.

Facebook has been playing catch-up regarding searching for information at the social network and becoming a middle-man of sorts for online commerce.

"Together, we believe we can make the Facebook ads experience even more relevant and better for consumers," the social network said in

statement.

TheFind—"Everything you need when shopping to quickly decide what to buy and where to buy it"—will shutter the Silicon Valley base it has operated from since launching in 2006 and move team members to Facebook's campus in Menlo Park, California.

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