



Media Release

18 18 – the new Swiss information service, with the best number and free SMS.

Biel/Bienne, October 26 2006. This week, 18 18 Auskunft AG is launching a new directory assistance service under the number 18 18 . This number is laying its claim as successor to 111 in the deregulated market. 18 18 provides national and international directory assistance at a standardized price, and sends a free SMS with the requested entry. The information service is committed to quality, and stands by its Swiss connection. Currently, more than 100 staff work for 18 18 Auskunft AG.

The Swiss information service with international experience.

18 18 Auskunft AG, a subsidiary of *The Number Ltd*, benefits from international expertise and broad experience in deregulated markets. *The Number Ltd* and its sister companies are leading independent providers of Directory Assistance services in six countries across Europe. In Britain and France, *The Number Ltd* and its subsidiary *Le Numero SA*, became clear market leaders with their respective UK and French numbers after the recent deregulation of Directory Assistance services in these countries.

18 18 Auskunft AG is committed to Switzerland, where the group has been operating a call center since 2000, providing employment to approximately 110 staff. 18 18 puts 18 18 Auskunft AG on the starting blocks – information services will be deregulated in Switzerland on January 1 2007, and 111 will then vanish. The aim is for 18 18 to become the successor to 111, and to be the leading information service.

18 18 – Service is our Aim.

The new information service aims to meet the highest standards of quality. This service offers an economical standardized price for national and international information^{*)} and provides free SMS. Friendly help is available in 4 languages^{*)} from 18 18. The short, attractive number is easy to remember (polls have indicated that this is the most favorable number). Peter Josika, Managing Director of 18 18 Auskunft AG, expressed his delight about the opportunity to launch a new product for the Swiss consumer. "We're excited about offering 18 18 as a high quality directory assistance service. 18 18 provides real competition and a free choice", he said.

Introductory campaign using 18 and 18.

The launch of the information service will be accompanied by a campaign that refers with light irony to the glory days of skiing in the 1970s (TV spots, followed by on-line adverts and posters). The sporting reminiscences will be put into action by the two slightly off-beat, but fully committed participants, 18 and 18, who go on a SKISS tour (SKISS is a compound of "Ski" and "Swiss") through the nation. In the first spot, they prepare for their task. In the second spot ("Wind tunnel"), they train for their task in virtual snow. Further sequences follow. Their ski clothes match those of the Swiss national team in color and cut, and the helmets are original racer helmets from that time. A fan club and web site will be set up for those who are interested, with more information about the SKISS Tour and 18 18: www.skisstour.ch or www.1818dienummer.ch

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^{*)} CHF 1.60 per call, 25 Rp for first minute, then 8 Rp. Mobile phone providers may charge a supplement for calls to mobile phones. ^{**)} German, French, Italian and English.