



Press Release

New Service "1818 Connect".

1818 Auskunft AG launches a new direct connection service with the name "1818 Connect".

Biel/Bienne, 4 September 2007. 1818 Auskunft AG launches a new direct connection service with the name "1818 Connect". Anybody making a directory enquiry using the popular 1818 number can, in future, be connected directly by 1818.

Simply say "Connect".

By simply saying "Connect" to an 1818 operator at the beginning of the call the caller will be connected quickly to the required number without the number having to be repeated. The "1818 Connect" service is activated immediately and the connection is established directly without time being wasted.

"1818 Connect" service replaces the old 1144 number that also permitted a direct connection but which is being taken out of service by OFCOM on 31 September.

The free of charge SMS for the required number, which is only offered by 1818 and texted in parallel, will naturally still be sent.

"1818 Connect" supports all numbers in Switzerland. Following the directory enquiry (first minute) the call will be charged at 8 cts a minute (this corresponds to an average fixed network call).

New spots with the 1818 twins.

The launch of the "1818 Connect" service is being accompanied by four new, humorous TV commercials produced in Switzerland. In contrast to the ski season, the 1818 twins have adapted themselves to summer temperatures. They practice Tai Chi, make music as hippies around a camp fire, observe the comings and goings on the beach like Baywatch and water ski in the same fashion.

1818 Auskunft AG is one of the most requested information numbers in Switzerland. In surveys, 1818 has been rated as the most popular number of all Directory Assistance Provider. In quality tests undertaken by Kassensturz, 1818 came out as the winner. 1818 offers a national and international enquiries service at an affordable unit price ¹⁾ which includes a free of charge SMS.

Contact and pictures:

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¹⁾ CHF 1.60 per call, 25 cts for the first minute, thereafter 8 cts. Mobile phone providers may levy a surcharge for calls to mobile phones.