



Media Release

1818 – good start after deregulation.

Biel/Bienne, January 30 2007. One month after deregulation 1818 Auskunft AG considers that its launch is a success. The number of enquiries to 1818 has fulfilled the initial expectations of the new independent Directory Assistance provider. Call Quality has also given cause for satisfaction: 1818 came out on top in the Kassensturz test.

Since the old 111 service was switched off, calls per day have fulfilled expectations for the new, independent service provider, who can be contacted from any Swiss mobile or fixed network. 1818 is putting all its efforts into becoming the new choice for Switzerland.

The new quality choice for Switzerland

1818 is putting all its efforts into becoming the people's first choice for Directory Services in Switzerland. Besides being the most well-known number, 1818 aims to meet very high standards of quality. Kassensturz¹ tested all the services in several languages for various newly entered numbers and addresses, plus foreign numbers. A comparison between the time taken, accuracy level and prices for the information services produced astonishing variations. 1818 emerged as the most successful contestant in the tests. The conclusion from Kassensturz was that: "Competition between the information services seems to be paying off".

Campaign featuring the 1818 twins.

1818's striking introductory campaign has been accompanied by regular market research: polls have shown that the 1818 twins enjoy a high level of acceptance. In addition, the company has received several dozen inquiries for the 1818 ski suit. Many fans want to wear the suits for the forthcoming Carnival celebrations. The original suits used in the commercial spots were developed at some expense, but an independent supplier has now been sourced for repeat orders. 1818 Auskunft AG issues this company's address on request. Further information can be found at the fan site, www.1818.com.

1818 offers an economical standardized price for national and international information² and provides free SMS. 1818 Auskunft AG operates the 1818 number, and is a subsidiary of *The Number Inc.*, a successful, independent provider of Directory Assistance services in six countries across Europe. The new Swiss information service benefits from its international expertise and broad experience in deregulated markets. In Britain and France, *The Number Inc.* and its French sister company, *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. The group is committed to Switzerland, where it has been operating a call center since 2000. The aim is for the new 1818 telephone information number to become the successor to 111 in the deregulated market.

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¹ Kassensturz dated January 9 2007 ² CHF 1.60 per call, 25 Rp first minute, then 8 Rp. Mobile phone providers may charge a supplement for calls to mobile phones.