



## PRESS RELEASE

**For Immediate Release:**

### **Qsent Selects ISx to Power Transaction Technology in Support of Nationwide Wireless 411 Service Database.**

*Wireless 411 is the consumer-choice inclusion of wireless listings in the national 411 infrastructure using privacy-protected solutions*

**Portland, Oregon/ Ft. Lauderdale, Florida –November 30, 2004**—Qsent, Inc., the Oregon-based company selected by five of the nation's leading wireless carriers as the sole aggregator of Wireless 411 Service data, announced today its selection of Florida-based Information Services Extended, Inc., (ISx) as its platform provider of choice to power the nationwide transactional data services. Qsent will aggregate and host the privacy-protected Wireless 411 Service database derived from choice-based opt-in wireless telephone information provided by carrier wireless customers. ISx will provide the platform for high-speed search and real-time provisioning of wireless 411 data to the voice 411 operator in response to a transactional query.

"The Wireless 411 Service is a milestone moment in the telecommunications industry, giving consumers the opportunity for the same type of services and benefits they currently enjoy with their landline phone," commented Patrick M. Cox, Qsent chief executive officer. "We look forward to implementing the service in 2005 working closely with ISx, a leading platform provider. ISx's 25 years of experience providing directory assistance and information search services to U.S. and international carriers give Qsent vast capabilities to offer the finest quality Wireless 411 Service."

**Qsent to Build Privacy-Protected Database.** In selecting Qsent as the sole aggregator of wireless 411 data, one deciding factor for wireless carriers was Qsent's unique solution for a privacy-protected database. The privacy-protected database will begin at zero, and only grow as wireless subscribers choose to participate in the service through their respective carrier-subscriber agreements. Depending upon the service platform needs of the Operator Service Center (OSC), the OSC will utilize either a hosted privacy-protected database or a privacy-protected transactional service model. ISx will provide the transactional service platform for real-time, one-to-one access to the privacy-protected database by the voice 411 operator. After a real-time display of the subscriber wireless number in response to a wireless 411 number query, the number returns to the secure database repository. With real-time access to the repository, there is no need to store or cache the information locally or to create a physical or electronic directory, further protecting the privacy of the subscriber.

“The combination of Qsent’s privacy protection and data aggregation abilities and the strengths of the ISx FlexiQ platform in information search and directory services offer an ideal solution for provisioning Wireless 411 services,” said Ed Downs, chief executive officer, ISx. “Bringing a transactional directory assistance service to market will allow carriers to easily integrate the Wireless 411 Service into their current infrastructure and accelerate adoption.”

**ISx’s FlexiQ™ Technology Will Provide Instantaneous 411 Service Data.**

Information Services Extended, Inc. (ISx) is a leading provider of directory assistance (DA) solutions and information services to telecommunications companies and call center operators around the world. The new generation ISx FlexiQ platform manages the increasing complexity in DA that is resulting from growth in types of content, as well as from the proliferation of devices used to access DA services.

For Wireless 411 Services, ISx will be responsible for the search and transaction technology that will power and provide Wireless 411 Service operator displays with wireless contact information from Qsent’s dynamic privacy-protected database. Millions of transactions are expected to be carried out daily, and ISx’s ability to scale its technology in response to the volume of demand while maintaining high speed search and response capabilities make it ideal as the platform provider of choice for the nationwide transactional Wireless 411 Service.

**About Qsent**

Qsent builds trusted relationships by validating identity with precise and timely contact information for high value business applications. Qsent customers are leading companies in wireless, telecommunications, financial services, government, shipping and logistics. Qsent is a privately-held corporation headquartered in Portland, Oregon. For more information about Qsent, please visit the website at: [www.qsent.com](http://www.qsent.com)

For more information about the Wireless 411 Service, go to: [www.wireless411service.com](http://www.wireless411service.com)

**About ISx**

Information Services Extended, Inc has been a world leader in providing search and directory assistance (DA) solutions for more than 25 years. ISx customers include national and international telecommunications companies, independent call centers, providers of directory services content and emerging providers of innovative DA services. The ISx FlexiQ™ platform provides an end-to-end solution for wireless, wireline and electronic directory assistance and information services. ISx offerings support search, enhanced information services, and speech recognition for call automation, Internet and wireless technologies. ISx is headquartered in Fort Lauderdale, Florida, USA, and operates offices in the UK, Belgium, Finland, Hungary, and Australia. For more information about ISx, visit the website at: [www.isxinc.com](http://www.isxinc.com)

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**PR Contact Information:**

**For Qsent:**

Jeff Fishburn  
OnPR Public Relations  
503-635-5605  
[jefff@onpr.com](mailto:jefff@onpr.com)

**For ISx:**

Jim Elder  
Elder Communications  
203-431-3573  
[jim@eldercommunications.com](mailto:jim@eldercommunications.com)