

Press announcement



ISx supports Eniro Finland introduction of new enhanced directory services

ISx technology enabling Eniro to deliver “Find it Easy” new content services in an increasingly competitive market

March 8, 2005 -- Fort Lauderdale, FL, USA and Espoo, Finland – Information Services Extended, Inc. (ISx)[™] today announced the successful implementation of a technology platform at Eniro Finland that supports the launch of a wide-range of new value-added directory search and information services.

Eniro Finland will use the ISx FlexiSearch[™] database and other ISx FlexiQ[™] technologies to leverage its rich content and launch its new premium 0100100 voice-based directory assistance services. ISx is enabling Eniro to more fully leverage all of its information resources in order to offer sophisticated person-assisted search services such as location-based near by searches, map and route services, and in the future, also positioning services.

“The launch of the new 0100100 information search service would not have been possible without the industry-leading technology available from ISx,” said Eniro Finland President and Chief Operating Officer Pär Kempe. “The functionality of the ISx FlexiQ platform was an ideal match for the new generation information services our customers are expecting us to deliver. We’re very comfortable with ISx FlexiQ because it has the capabilities we need to meet today’s requirements and, just as important, it provides the platform we will need as we continue to introduce new customer-driven search services for the Finnish market.”

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Key ISx technologies implemented in the Eniro Finland project are:

- **ISx FlexiSearch™** provides easy integration of Eniro's yellow pages content with standard white pages content to support enhanced services. The flexible architecture of FlexiSearch makes it possible for Eniro to give operators powerful new capability to provide proximity searching and to complete searches based on incomplete data. FlexiSearch is enabling Eniro to enhance its content offering with more comprehensive guide information, points of interest, and residential, business and government information.
- **ISx FlexiStation™** workstation client enables Eniro operators to efficiently handle standard white pages searches and enhanced searches from the same intuitive graphical interface. Operators can easily accommodate a variety of search types ranging from standard DA requests to sophisticated proximity searches. The FlexiStation workstation client also enables Eniro to minimize operator training.
- **ISx Enhanced Services Access (eSAF)** enables Eniro operators to provide customers with maps, driving directions and other content from the Eniro.fi website. The service will also include the capability to send search results like maps as a service message SMS (Wireless Access Protocol push), which can then be used with the mobile phone browser.

"The Finnish information search marketplace is one of the most advanced in the world and Eniro has shown the vision to keep abreast with the new innovative services that consumers and businesses are seeking," said John Kemp, vice president and GM, EMEA and Asia Pacific, ISx, Inc. "ISx has been a valued partner of Eniro for more than 20 years and we're committed to continuing this support as Eniro strengthens its position as the premiere search company in the Nordic media market."

About ISx:

Information Services Extended, Inc., www.isxinc.com, is a world leader in providing information search and directory assistance (DA) solutions. For more than 25 years, ISx

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has been providing solutions to such established telecommunications companies as Eniro, Belgacom, France Telecom, Matav, MCI, OTE, SBC, Sensis, Telstra and others, as well as 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 sales and support offices in the UK, Belgium, Finland, Hungary, and Australia. For more information, please visit www.isxinc.com

About Eniro

Eniro is the leading search company in the Nordic media market. Eniro offers advertisers the best channels for buyers and sellers who want to find each other easily, thus bringing users closer to a transaction. Through deep, local and quality assured information ever present in channels preferred by the users, finding people, businesses or specific products becomes easy. Among the channels are directories, directory assistance, Internet and mobile services. For more information about Eniro, please visit www.eniro.com

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